



CASE STUDY • SKINCARE

Consumer Recruit & Product Test

*Real-world feedback.
Launch-ready confidence.*



A leading personal care brand needed the right women to test a new product, complete a homework, and speak with a moderator. Focus Forward recruited, scheduled, and managed every conversation.

50

WOMEN RECRUITED

50

1:1 IDIs SCHEDULED

10

IN-HOME ETHNOGRAPHIES

5 DAYS

PRODUCT USAGE

WHAT WE DID

» **Recruited 50 qualified women**

We sourced and screened candidates through rigorous live phone validation steps. Each profile was confirmed against tight skin, lifestyle, and category requirements.

» **Placed product and a guided homework**

Participants received the product with a structured at-home homework assignment. Our team collected, reviewed, and organized every submission for the moderator.

» **Scheduled 50 one-on-one IDIs**

We booked, confirmed, and managed 50 moderator-led in-depth interview sessions. Reminders and live tech support kept show rates and engagement consistently high.

» **Booked 10 In-Home Virtual Ethnographies**

Ten participants were selected for a 5-day in-home virtual ethnography study. We coordinated daily prompts, device setup, and check-ins across every session.

CONTACT US ANYTIME

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Ready for your next study?

Tell us about your audience and timeline.