



CASE STUDY • IN HOME FIELDWORK

In Home Kitchen Install Study

Longitudinal fieldwork, done right.



A leading consumer brand needed verified U.S. homeowners willing to receive a new kitchen appliance installed in their home and document their experience over **three months**. Focus Forward recruited the respondents, ran the install fieldwork, and delivered a clean, comparable dataset across every household.

50

HOMEOWNERS RECRUITED

10

SELECTED TO INSTALL

3 mo

LONGITUDINAL CAPTURE

100%

COMPLETION RATE

WHAT WE DID

- » **Recruited 50 verified homeowners**
Screened against demographic, geographic, and home characteristic criteria, with ownership verification on every household.
- » **Client selected 10 finalists**
A fully screened slate gave the client full control of the final roster. We handled contracting, scheduling, and onboarding.
- » **Coordinated in home installs**
Protocol training, install day logistics, and same day standby coverage for reschedules across markets.
- » **3 months of structured evidence**
Weekly usage diaries, photos, receipts, install notes, and follow up communications on a common template.
- » **QA reviewed delivery**
Every submission was reviewed before delivery, so the client received a clean, comparable dataset with complete coverage.

CONTACT US ANYTIME

P 215.367.4000
E rfp@focusfwd.com
W www.focusfwd.com

Ready for your next study?

Tell us about your audience and timeline.