



Consumer Connect Workshops

Agile Insight Mining

Unearth authentic
insights you can put into
action, faster.



Seed's Consumer Connect Workshops put your team side-by-side with consumers to co-create sharp insights that efficiently answer your business challenges.

HOW IT WORKS



All in One Room

25-30 consumers, your team, plus Seed's strategic facilitators and behavior experts come together in one vibrant room to partake in truly two-way, qualitative discussions.



The Classics, Remixed

Traditional qual techniques are applied to a workshop format, flowing between whole-group and small-team discussions and sorting exercises, for a dynamic (and high energy!) vibe.



Master Multi-Taskers

Simultaneous small-group discussions allow your team to hear a multitude of consumer voices (and compare notes later), or even accomplish more activities in less time.



Immerse & Understand

Sitting beside respondents brings your team more closely into the lives and minds of consumers, and allows for natural, in-the-moment follow-ups and tell-me-mores.



"What's Next" — Now

After two workshops, totaling 50+ consumers, same-day facilitated debriefs quickly generate and capture the insights needed to efficiently move along the strategic path.



WHEN IT WORKS

- **Pre-Segmentation & Persona Development**—Test hypotheses about similarities and differences that define strategic targets
- **Consumer Journey Mapping**—Sequence Mapping™ activities allow the team to observe and probe the path to purchase
- **Food Sampling & Sensory Exploration**—Product sampling and guided sensory feedback can help refine (or define) consumer preferences
- **Insight Discovery & Validation**—Gauge qual appeal or crystallize hypothesized tensions to inform innovation platforms, comm strategies, sales decks and more
- **Create Your Own!**—The flexible, dynamic format allows for complete customization to your unique business needs