FOCUS GROUPS & QUALITATIVE RESEARCH

Go beyond one-time discussions to understand participant experiences, emerging themes, and the reasons behind decisions.

Focus groups offer valuable insight into what people think and experience. Yet facilitators often face time-consuming synthesis, uneven participation, and difficulty tracking whether perceptions change. Assessdo adds a structured, ongoing qualitative insight layer to help research teams listen, interpret, and act with greater clarity.

THE THREE CHALLENGES WE HELP ADDRESS

Limited depth and inclusion	Live group discussions can be dominated by a few voices, while quieter participants or more personal reactions receive less attention.
Slow synthesis and follow-up	Teams may spend substantial time organizing recordings and notes, delaying decisions and reducing opportunities to ask timely follow-up questions.
One-time snapshots	Traditional focus groups can struggle to reveal how attitudes change over time or connect feedback with ongoing participant experiences.

HOW ASSESSDO HELPS

Assessdo provides a repeatable way to gather participant perspectives, organize approved facilitator observations, and produce human-reviewed insights that researchers can investigate and use.

- **ENGAGE** Invite participants to respond to brief video prompts through voice or text before, during, or after a focus group, using formats suited to the study design.
- **CONNECT** Bring together authorized responses, facilitator observations, and relevant study context within a defined research session or participant cohort.
- **UNDERSTAND** Identify recurring themes, sentiment, perceived barriers, and changes over time; have researchers verify, revise, or reject AI-suggested interpretations.
- **ACT** Review synthesized findings, explore important differences between groups, prioritize follow-up questions, and translate insights into next steps.

DESIGNED FOR YOUR RESEARCH TEAM

Useful for market research, product and service feedback, community listening sessions, employee experience studies, education research, program evaluation, and stakeholder engagement. Start with a single research question, selected cohort, or follow-up series. Assessdo supports, not replaces, skilled moderation, sound sampling, and independent analysis.

FROM PARTICIPANT VOICE TO ACTIONABLE INSIGHT

WHAT YOUR RESEARCH CAN ACHIEVE

Richer participant perspectives Offer multiple response formats to make space for reflective feedback and perspectives that may be missed in live group discussion.

Faster theme discovery Surface recurring concerns, motivations, and language patterns for researcher review without relying solely on manual note consolidation.

Better longitudinal understanding Compare participant responses and validated themes across sessions to observe how opinions and experiences evolve.

More useful research deliverables Turn qualitative evidence into clearer summaries, findings, recommendations, and targeted questions for the next research cycle.

THE ASSESSDO DIFFERENCE

Standard focus-group workflows often end with recordings, transcripts, notes, and a one-time report. Assessdo is designed to complement these methods with ongoing participant check-ins, structured observations, pattern analysis, and human validation. The result is an added layer of qualitative context—not a substitute for rigorous research design or researcher judgment.

Participant voice • Facilitator observations • Themes over time • Human validation • Actionable recommendations

A FOCUSED 60–90 DAY PILOT

Choose one research question and two or three participant cohorts. Set baseline questions, conduct moderated sessions, invite brief video-based follow-up check-ins, add approved facilitator observations, and review validated themes at planned intervals. Compare the insights with existing research methods before expanding.

Suggested measures: response and completion rates, diversity of perspectives captured, time spent synthesizing findings, proportion of AI themes validated by researchers, actionable themes identified, follow-up question quality, and stakeholder usefulness ratings.

HEAR MORE VOICES. FIND THE PATTERNS. INFORM BETTER DECISIONS.

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