

IN-HOME USAGE TESTING (IHUT)



CHALLENGE: When consumers struggle to understand or connect with a product, we all have a problem. Negative reviews and ratings can affect product sales, and can also be detrimental to a successful branding strategy. To meet this challenge, JR is always looking to find a better way to communicate with the consumer, so that our clients and their product launch can thrive.

SOLUTION: JR embraces In-Home Usage Testing (IHUT) to identify product pain points, and make adjustments that result in clear consumer understanding. IHUT helps us determine whether an entirely new redesign or research-led adjustments are needed. Our qualitative and quantitative research can save the client time and money, while getting the results that are best for them and their product.

RESULTS: With IHUT, we have a turnkey product testing program that can reach a broader audience, a broader geography, and get insights and results that are efficient and cost-effective for our clients.

