



Alpha Plus Teststudio

www.alphaplus-teststudio.de

On approximately 1,000 m² in the very best city location in Essen's main pedestrian zone – very close to Essen's main railway station – you will find the ideal combination of feel-good ambience and studio equipment.



Technology

WLAN is available throughout the studio, and all test rooms are equipped with high-speed internet access. We broadcast your group discussions in HD quality via livestreaming, which you can follow easily and securely via your browser. Of course, we also offer FocusVision. All focus group rooms have a digital whiteboard with a 2.20 metre screen diagonal.

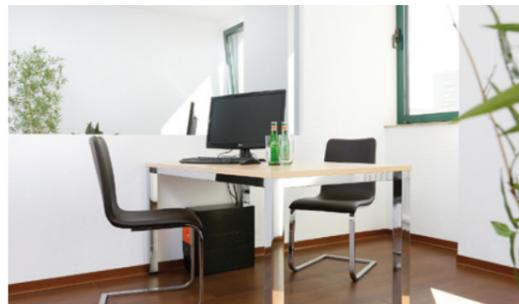
Washing lab: We have 8 identical MIELE washing machines and two dryers. If the test persons have to smell damp towels in detergent/softener tests, for example, we will be happy to prepare the freshly washed laundry for you.

Premises

You will find state-of-the-art studio technology, well-designed rooms and two large test kitchens that meet all requirements.

Three group discussion rooms with one-way mirrors are the ideal size for workshops and each has an observation room and an adjoining large client lounge.

All three units have separate interpreter and recorder booths. In addition, we have a fourth room with one-way mirrors for smaller groups and individual explorations, as well as an adjoining large client lounge with natural light.



Welcoming atmosphere

Our kitchen crew will take care of your physical well-being and make your stay as pleasant as possible. For all your needs from Alpha to Z, a proven team of studio management, interviewers, recruiters (on the street and otherwise), interpreters and transcriptionists is at your disposal.



Our charming studio atmosphere is the ideal environment in which to work

Test methods

We conduct all types of studio tests. These include tasting tests, sniff tests, advertising recall tests, shop simulation (5 metre original grocery shelf), concept tests, handling tests, CTU tests, COB tests, eye-tracking and many more. All tests can be carried out via CAPI or WAPI.

We are happy to organise the implementation in partner studios nationwide.

If you wish, we can offer you the programming of online surveys and send you the raw data in the format of your choice.

Services

In our studio in Essen, we organise group discussions, workshops and in-depth explorations. We use selected partner studios nationwide.

Nationwide we recruit participants for online groups and online IDIs.

Upon request, we provide multiple ZOOM access points and take care of hosting and recording of the GDs and IDIs.

With our field partners, we offer the organisation and implementation of group discussions worldwide, study tests as well as field studies (POS etc.).



Contact

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Management and contact person



Olaf Bugeninks

Facilities

- 1,000 m² studio space
- 2 group discussion rooms of 65 m² each and 1 GD room of 30 m² each, all 3 rooms with one-way mirrors
- 3 observation rooms
- 3 customer lounges à 40 m²
- 1 group discussion room for small groups and individual explorations with one-way mirrors and observation room
- State-of-the-art studio technology
- Dome cameras in each group discussion room
- Live streaming in HD quality
- FocusVision
- 16 individual test stations, all with high-speed internet
- 1 test station observable through one-way mirror
- Professional simultaneous interpreting technology with wireless headphones for all listeners
- Fully equipped test kitchen with extensive refrigeration and freezer capacities
- Washing laboratory with 8 identical MIELE washing machines
- Programming of online surveys
- Hosting of online GDs and IDIs with multiple ZOOM accesses



Range of services

- Degustation tests
- Sniff tests
- Advertising recall tests
- Shop simulation (5 metre original LEH shelf)
- Concept tests
- Handling tests
- CTU tests
- COB tests
- Eye tracking etc.
- All tests CAPI, WAPI or paper & pencil
- POS surveys
- Mystery shopping
- Inhome interviews
- B2B and B2C
- Organisation of nationwide studio tests
- Organisation of worldwide group discussions, studio tests, field studies (POS etc.)