



Herzog + Glaser
TESTSTUDIOS

The city in the centre of the Ruhr metropolitan region has completed the structural change from coal and steel to a leading position in the fields of education, research and new technologies. This environment offers us the best conditions for reaching your desired target groups accurately and precisely. Our studio is centrally located in the pedestrian zone of the city centre between Kortumstraße and the main railway station.

- Bochum
- Cologne
- Düsseldorf
- Essen
- Frankfurt
- Hamburg
- Hanover
- Leipzig
- Mannheim
- Munich
- Nuremberg
- Stuttgart
- Berlin



www.hg-teststudios.de
www.teststudios-deutschland.de



Largest Provider in Germany

The H+G Teststudio in Bochum is proud to be a partner of the HGT Teststudios Deutschland Network, the largest provider of test studio research in Germany, boasting 16 facilities across 13 locations.

Every studio within the network is equipped to deliver everything you need for high-quality data collection.

Facilities

Our 360 m² studio on two levels offers you a fully equipped and comfortable space for your individual requirements. With a variety of test stations and an air-conditioned focus group unit including an auditorium and customer lounge, we offer everything you need.

Technology and Equipment

Like all HGT Teststudios Deutschland studios, our Bochum location is outfitted with state-of-the-art technology. Facilities include high-speed Wi-Fi throughout, multimedia and internet-enabled PCs, interpreter systems, as well as HD video and audio streaming and recording capabilities.



Range of Services

In addition to our state-of-the-art facilities for all types of studio testing, we offer precise recruitment services and face-to-face interviews conducted outside the studio. For added convenience, you can also book optional services such as interpreters, moderation, catering, transcription, and translation.

Planning a qualitative project that needs to be conducted online or in a hybrid format? Whether nationwide across Germany or internationally beyond our 13 locations, we've got you covered. At H+G Teststudios, you'll find everything you need, all under one roof!

Methods

We offer a wide range of methodologies, including focus group discussions, workshops, one-on-one interviews, and experiments/observations. Our services also cover UX, sensory, and device-based testing, as well as surveys conducted at trade fairs, in-home settings, and points of sale. Additionally, we provide comprehensive field services.

Industries & Markets

Our expertise spans a variety of industries, including consumer goods, automotive, retail, banking, insurance, capital goods, B2B, transport and mobility, telecommunications, media, software, election research, and pharma/healthcare sectors.



Facilities

- 360 m² studio space
- 15 individual test stations
- 1 air-conditioned focus group discussion unit with one-way mirror and observation room / customer lounge
- 1 fully equipped test kitchen with 600 litre freezer and 1,300 litre refrigeration capacity
- WiFi in all rooms
- Multimedia and internet-enabled PCs
- Interpreting system
- HD video or audio streaming and recording

Contact

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Management



Frank Herzog

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This studio is a member of HGT Teststudios Germany

Further locations of the HGT Teststudios Germany:

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|-------------------|------------------|
| Berlin | Cologne |
| Düsseldorf | Essen |
| Frankfurt | Hamburg |
| Hanover | Leipzig |
| Mannheim | Munich |
| Nuremberg | Stuttgart |