



Stuttgart's strength as a business location is based on the diversity of its economic structure, a mix of global players and lively SMEs. The m-s Teststudio Stuttgart is in a prime city centre location in the pedestrian zone on Stuttgart's market square and opposite the town hall. This ensures accessibility to a broad demographic spread of test subjects from both Stuttgart and the surrounding area.

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



[www.ms-teststudios.de](http://www.ms-teststudios.de)  
[www.teststudios-deutschland.de](http://www.teststudios-deutschland.de)



### Largest Provider in Germany

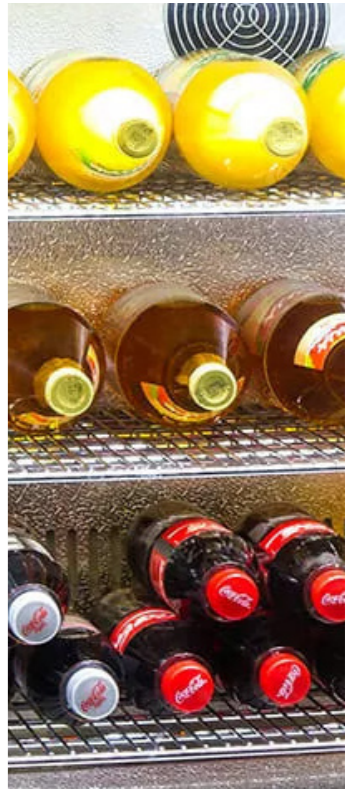
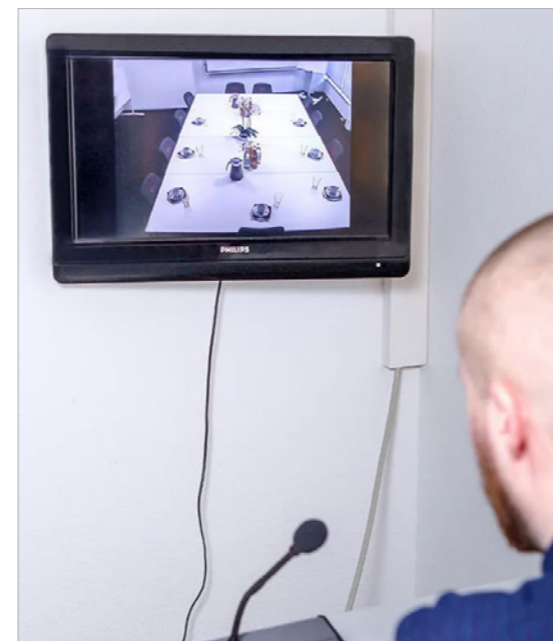
The m-s Teststudio in Stuttgart is proud to be a partner of the HGT Teststudios Deutschland Network, the largest provider of test studio research in Germany, boasting 16 facilities across 13 locations. Every studio within the network is equipped to deliver everything you need for high-quality data collection.

### Facilities

With 250 m<sup>2</sup> of studio space, we offer you one of the most modern test studios for your individual requirements. The test stations are all equipped with CAPI and broadband internet access. Large, soundproof one-way mirrors allow you to observe the spacious, air-conditioned group rooms. A separate unit from the studio provides a private atmosphere.

### Technology and Equipment

Like all HGT Teststudios Deutschland studios, our Stuttgart 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.

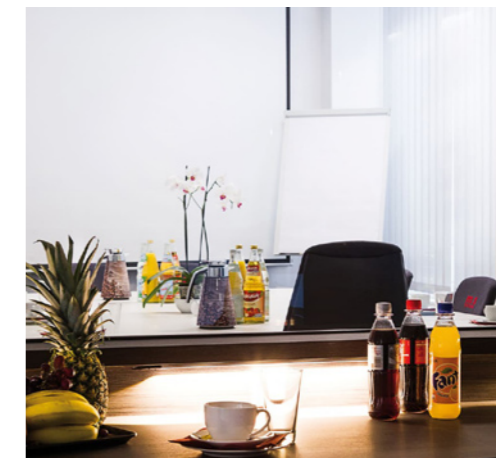
Planning a qualitative project that needs to be conducted online or in a hybrid format? Whether nationwide across Germany or internationally beyond our 13 locations, we've got you covered. At m-s Teststudios, you'll find everything you need, all under one roof!

### 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

- 250 m<sup>2</sup> studio space
- 10 individual test stations
- 2 spacious, air-conditioned focus group discussion units with one-way mirrors and observation rooms
- 1 focus group discussion room outside the studio
- Comfortable customer lounge
- A fully equipped test kitchen with 300 litre freezer and 800 litre cooling capacity
- WiFi in all rooms
- Multimedia and internet-enabled PCs

### Contact

#### m-s Teststudio Stuttgart

Herzog + Klein GmbH  
 Marktplatz 4  
 70173 Stuttgart  
 Phone +49 (0)711/2 26 10 66  
 e-mail: stuttgart@ms-teststudios.de  
[www.ms-teststudios.de](http://www.ms-teststudios.de)  
[www.teststudios-deutschland.de](http://www.teststudios-deutschland.de)

#### Frank Herzog

Phone +49 (0)911/20 88 67  
 e-mail: nuernberg@ms-teststudios.de

#### Management



Frank Herzog

#### Studio management



Zuhreta Abduloska

This studio is a member of HGT Teststudios Germany

#### Further locations of the HGT Teststudios Germany:

- |                |                   |
|----------------|-------------------|
| <b>Berlin</b>  | <b>Bochum</b>     |
| <b>Cologne</b> | <b>Düsseldorf</b> |
| <b>Essen</b>   | <b>Frankfurt</b>  |
| <b>Hamburg</b> | <b>Hanover</b>    |
| <b>Leipzig</b> | <b>Mannheim</b>   |
| <b>Munich</b>  | <b>Nuremberg</b>  |