HGT TESTSTUDIOS DEUTSCHLAND
HERZOG | GLASER | THELEN

Herzog + Glaser
TESTSTUDIOS

Frankfurt am Main is the financial centre of Germany and is home to the European Central Bank as well as numerous international banks and companies. Frankfurt is also characterised by a high quality of life, a diverse cultural scene and excellent transport links. The H+G Teststudio is in a prime city centre location and guarantees accessibility to a broad demographic spread of test subjects from both Frankfurt and the surrounding area.

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

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

Largest Provider in Germany

H+G Teststudio in Frankfurt is proud to be a partner of the HGT Teststudios Deutschland Network, the largest provider of test studio research in Germany, boasting 14 facilities across 12 locations. Every studio within the network is equipped to deliver everything you need for high-quality data collection.

Facilities

With 110 m² of studio space, we offer you a state-of-the-art test studio. 10 classic test stations with multimedia PCs and Internet access, two focus group rooms with one-way mirrors, observation rooms and a customer lounge are at your disposal.

Technology and Equipment

Like all HGT Teststudios Deutschland studios, our Frankfurt 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.

www.mr-directory.com

Frankfurt I Germany

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 12 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

- 110 m² studio space
- 10 individual test stations
- 2 air-conditioned focus group units with one-way mirrors, observation rooms and customer lounge
- 2 fully equipped test kitchens with 1,500 litre refrigeration and 500 litre freezer capacity
- WiFi in all rooms
- Multimedia and internet-enabled PCs
- Interpreting system
- HD video or audio streaming and recording

Contact

Herzog + Glaser
Teststudio Frankfurt GmbH

Roßmarkt 13
60311 Frankfurt
Phone +49 (0)69 92 88 34 60
e-mail: frankfurt@hg-teststudios.de

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

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

Management

Frank Herzog

Studio management

Emre Isik

Pauli Steinbach

This studio is a member of HGT Teststudios Germany

Further locations of the HGT Teststudios Germany:

Berlin
Cologne
Essen
Hanover
Munich
Stuttgart
Bochum
Düsseldorf
Hamburg
Leipzig
Nuremberg