

Costs + time to run traditional qualitative research



Fieldwork

- Scheduling and coordination:
 - Sites or facilities
 - Participant homes
- Researcher, stakeholder travel
- Video/Audio equipment
- Participant payment coordination

Cost:

Facility costs vary from **\$2500-\$5000** per study.

Budget at least **\$5000** per week for two people traveling to one market. Increase your budget for international travel, trips to more than one market, and projects involving additional team members.

Assume additional (up to \$1000) costs for video and audio equipment, if your company doesn't already have those resources.

Time:

Allow 1-2 days of work for each **in-home visit**—factoring in time spent coordinating and rescheduling. Focus group facilities will handle scheduling, but you'll incur higher costs. Travel time varies widely—but factor in the "out of office" time spent by those fielding.

Again, anticipate a few hours for **payment coordination** from your research coordinators or admins.

Recruiting

- Partner vetting
- Screener development
- Sample evaluation
 - And reevaluation
- Payment coordination

Cost:

Between **\$2500 to \$10000**, depending on the size and specialized nature of your recruit pool.

Time:

Depending on your company's internal security protocols, new **recruiter partner vetting** can take your legal team weeks.

Screener development can take at least a day—plus a couple "back-and-forth" rounds with a recruiter.

From there, allocate **half of a day** for sample evaluation—intermittently checking your articulation questions to make sure the participants are the quality you want and selecting replacements if needed. Assume some sunk hours to account for participants that make it through screening and are not qualified.

Anticipate a few hours for **payment coordination** from your research coordinators or admins.

Analysis

- Transcription services
- Hiring professional data coders

Cost:

Transcription Services (depending on audio quality) can cost up to **\$100/hour**. Professional coders can cost up to **\$200/hour** depending on the complexity of data.

Time:

Assume anywhere from **a week** to **a month** of work on synthesis—especially if your team must reconcile varying data sources.

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projects start at \$3000**

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Costs and time saved using dscout



dscout projects start at **\$3000**. Our team can take you from “kick-off” to “screening” to “fielding” in **3-5 days**.

Integrate

Integrate your recruitment, field-work, and interview needs in a single platform. Bring your own participants for your research, or handpick from our pool of 100,000+ platform-ready scouts.

Collaborate

Socialize and spread strategy-shifting insights easier with built-in tools. Easily grant stakeholders access to view robust qual data—or use our suite of analysis tools to create lightweight, high-impact shareables.

Field

Go from field to insight faster, with interactive, real-time data collection. Collect in-the-moment, in-context responses over time, and analyze them on your time—without ever leaving the office.

Access

Create and leverage a repository of your contextual, user-centered research programs. Get more mileage out of your study data, and save your team time spent on doing redundant research.

Use dscout to democratize user insight generation:

- Flexible mobile qual tool facilitates light and heavyweight designs:
 - Impression responses
 - User journeys, processes, and steps.
 - Category behavior
 - Empathy injections + DITL
- Intuitive tools to:
 - Filter and tag discrete moments
 - Create highlight reels of user videos
 - Visualize frequencies and trends

**Ready to get an estimate
for your next research study?**

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