



your partner for device testing success

Device Usability Research

Fieldwork has built trust with human factors specialists and medical device manufacturers because **we understand that each case is unique.**

We customize research solutions to fit your needs, while carefully adhering to the rigors of device testing regulations.



Ideal Spaces

15 Nationally dispersed facilities give you:

- Large conference rooms perfect for social distancing and medical equipment
- Viewing rooms with angled glass for a variety of views
- High quality video recording and streaming and remote moderation options
- Separate lounges for training sessions



Recruiting Experts

- Local, dedicated medical recruiters familiar with the local medical community
- Experience with testing stages such as summative and formative testing
- High-level knowledge of security and confidentiality protocols communicated to study participants
- Experts in low-incidence recruits
- Global recruiting expertise



Rigorous Protocols

- Fieldwork uses a 4-point process with each research participant to ensure a high level of accuracy, engagement and show rates
- Single contact project management, daily updates, contactless incentive payments, contact tracing and more
- On-site client services teams are trained on the latest security and privacy protocols

Methodology:

Focus Groups/IDIs or Online Groups/IDIs

- Will remote viewing be needed, even optionally? And do you require a specific service such as video streaming?
- Do you have specific technology needs like TV's or other equipment? If so, do you need the facility to provide them?
- Will audio and video recording be needed? Any specific format?
- Will you be providing your own A/V equipment?
- For online, are webcams required or optional?

In-Homes

- Anticipated number of interviews per day? Is there more than one team working at once?
- Will clients be attending? Will simultaneous translation be required?
NOTE: We do not recommend over 3-4 attendees for in-homes including the moderator, translator, videographer – may need to adjust roles to meet the total.
- Will interviews be audio and/or video recorded? Are still photos needed? If so, who will handle? Local agency or team members attending the interviews?
- Will you require assistance with transportation to the interviews? Traveling with the moderation in non-English markets?

Language: Local Language for all (recommended) or English Required?

Number of respondents: Have over recruits been included in your calculations or should we provide our recommendation?

Length of interviews: If the project includes homework or an online element, please estimate the amount of time needed.

Markets: Do you have a preference as to the city (if in-person) or are you looking for our recommendation?

Dates / Times of interviews: Are there any special scheduling rules including a pilot day or a duration needed between each interview for debrief?

Specifications:

- Please include as much detail here as possible including titles to target, screening criteria.
- If you are making assumptions, please tell us that so we can understand what is confirmed versus what is assumed.
- Will client list be provided?
 - If so, can we identify the client? Is it expected most all from the sample will qualify? Are we using client list in conjunction with local resources or client list only? Do you know what type of information will be included in the client sample? (i.e. name, direct phone number, email address, location/ physical address, title, etc.)
- Will a typing tool or segmentation be used in the recruit?

Logistics:

- Moderation
 - Will local language moderation be needed? If so, would you prefer specialized moderators for this topic or would using a more junior moderator that may charge a lower price be an option in order to meet budget?
 - Will reporting be needed from the moderator? (Topline report, Brief Excel Summary, Full Reporting, etc.)
- Non-English Research
 - If research is conducted in a language other than English, will translation of materials (screener, discussion guide, stimuli, etc.) be needed?
 - Will a simultaneous translator be needed so that English-speaking clients can either observe the research live or watch?
- English or Local Language Transcripts?

1

You have research questions that require study participants or a venue to conduct research in order to answer.

Reach out to Fieldwork with your study details (see bidding template notes on page 2). You can expect a collaborative engagement from to determine pricing and feasibility.

2

3

A Fieldwork project manager who is well versed in successful device testing will provide a proposal including pricing and feasibility based on experience and research.

When you are ready to confirm your project with Fieldwork, please send final specifications, dates and a schedule to your dedicated project manager.

4

5

Throughout the recruitment process you can expect a customized recruiting plan, regular communication and daily updates from Fieldwork on the progress of your study.

focus on the research. we'll do the rest.

info@fieldwork.com | 800.863.4353 | fieldwork.com

Atlanta | Boston | Chicago-Downtown | Chicago-Flex | Chicago-O'Hare
Chicago-Schaumburg | Dallas | Denver | Fort Lee, NJ | LA-Orange County
Minneapolis | New York City | Phoenix | San Francisco | Seattle | Anywhere

NATIONAL RECRUITING | GLOBAL FIELD MANAGEMENT | ONLINE RESEARCH