

THE ENVIRONICS SOLUTION

NEW RESEARCH

- o ATTITUDINAL RESEARCH FOR EACH "PUBLIC" OR TARGET GROUP
 - DESIGN REPRESENTATIVE SAMPLES
 - DEVELOP LIST OF EXPECTATIONS/ATTRIBUTES FOR EACH GROUP
 - TEST ATTRIBUTES FOR RELEVANCE (AUTHENTICATE)
 - FOCUS GROUPS WHERE APPROPRIATE
 - INFORMAL DISCUSSIONS WHERE APPROPRIATE
 - DESIGN QUESTIONNAIRES
 - PRE-TEST/QUESTIONNAIRE MODIFICATION
 - FIELDWORK
 - COMPILE RESULTS
 - ANALYSIS
 - REPORT AND PRESENTATION
 - IMPLICATIONS FOR ACTION (OPERATIONS AND COMMUNICATIONS)