

CASE STUDY:

CONSUMER

Personal Care In-Home Use Tests

THE PROJECT

Our end-client, a major player in the skincare industry, sought to understand user experiences and preferences for facial cleansers.

Roots was tasked with managing an in-home product test (IHUT) involving 26 participants who were regular users of specific skincare products. The product testers were selected to undertake a comprehensive 10-day IHUT, providing daily feedback and insights through video diaries on an online qualitative platform. Chosen participants then completed subsequent IDI's to qualify findings.

THE PROFILES

The target profiles were a mix of men and women aged 18–40 who regularly used 'rinse-off' facial cleansers. Due to the product type and likely customer profile, the client required a skew towards female participants.

THE PROCESS

We recruited product testers using our proprietary panel, Take Part In Research. Outreach was comprised of a mixed approach involving email outreach to relevant panel members and behaviour-targeted social media marketing. Applicants were then screened using our highly-trained calling team who then booked participants who fit the requisite criteria.

Fieldwork logistics were also handled by Roots Research. This included assembling detailed product packages (each containing five different facial cleansers, distinctly labelled and with specific usage instructions) and shipping these to each of the participants.

Once the desired profiles were selected by the client, Roots facilitated the in-depth interviews element of the research; scheduling and providing moderation for all 20 interviews. Following completion of the project, all test products were collected by Roots before their return to the client.

THE OUTCOME


All product tests and subsequent interviews were completed. Our thorough recruitment and monitoring process ensured high-quality feedback and valuable insights. A full report, including detailed methodology and findings, was delivered to the client on schedule.

KEY FIGURES:

10 day
in-home
product tests

130+
products tested

RESEARCH METHODOLOGY

 In-Home Use Test (IHUT)

THE FEEDBACK

"It's always a pleasure to work with your team. You are consistently prompt and swift in your responses, adaptable, and proactive in advising and informing us about any potential challenges. Thank you again for your excellent support on this project."

MARIEL GARCIA
MARKET RESEARCH SPECIALIST,
ENOV

