

Project Type:

Image & Awareness
Usage & Attitude

Research Type:

Qualitative
(Online Focus Groups)

Sectors:

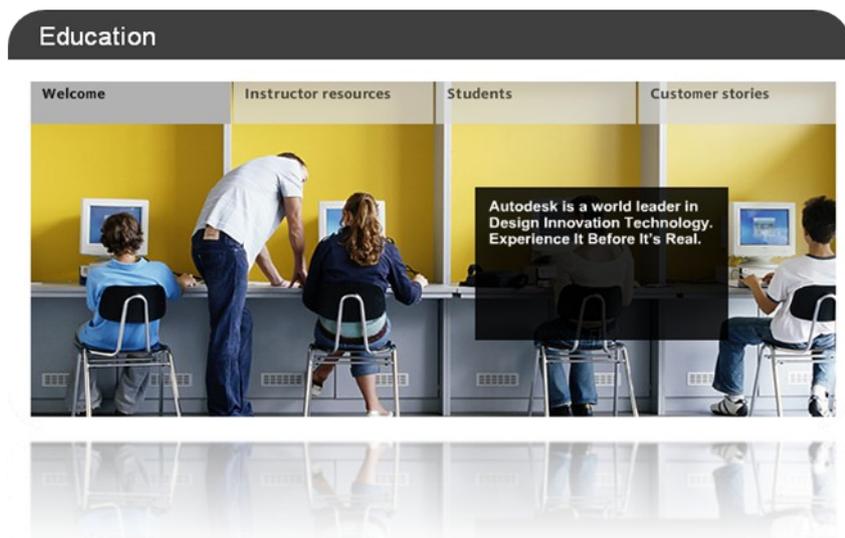
IT
CAD/CAM/PLM
Education

Client:

Simon Gobeil, Senior Metrics &
Reporting Analyst
Autodesk Learning & Education

Business Challenge

Autodesk were planning their business strategy for the education sector and wished to gain a more detailed understanding of the education market space within various target markets. The online focus groups detailed here were carried out with students and were part of a larger study which also involved a literature review, in depth faculty interviews as well as interviews with Autodesk employees who have responsibility for academic sales.



Within the online focus groups the topics Autodesk wished to investigate included:

- What inspired students
- The types of hardware and software technology students have access to and which they prefer
- What factors influenced students' choice of software
- How did students learn to use CAD software and what improvements would they like to see
- Awareness and attitude to Autodesk's own education portal

Autodesk

Autodesk is a world leader in Design Innovation Technology.



Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

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Methodology?

The initial phase of the project involved several online focus groups for which 8-12 students were recruited for each.

The software used by Business Advantage for this project uses avatars to represent each participant which is visually very attractive. Various stimuli such as video clips, hyperlinks etc. can be added to the transcript, these particular focus groups, required the questionnaire to be translated into several languages and the inclusion of digital polls.

Online focus groups are highly cost effective for the client as costs for travel, venue and time are avoided. Also, as the focus groups are recorded in a written transcript, analysis and reporting is made more comprehensive and data can be extracted and manipulated much easier than in face-to-face video recorded focus groups.



Why choose Business Advantage?

Simon Gobeil, Autodesk Education advised:

“From the proposals received, we selected Business Advantage because they came out best in terms of implementation, timeline and budget. We have been very pleased with Business Advantage’s performance and I am very happy to provide a reference.”

Why choose Online Focus Groups?

Simon Gobeil, Autodesk Education commented:

“Autodesk Education chose Online Focus Groups because the research objectives required an exploratory methodology that would reach a geographically diverse population of tech-savvy students. Online Focus Groups eliminated the need for travel and ensured a consistent experience across countries. Participants were very comfortable with this approach and shared a great deal of insight. The depth and clarity of the answers more than compensated for the lack of visual cues. The report was well-received by internal stakeholders.”

What impact did the online focus groups have on your business?

Simon Gobeil continued:

“We identified a number of short-term and long-term implications for strategy. Chris, Réka, Nicola, Frances, and Cath were a pleasure to work with. Online Focus Groups truly gave us a Business Advantage.”