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Company

Founded in 1999

MANAGING DIRECTOR:

Michael Schießl, psychologist specializing on Brand and Ad Effectiveness Research, User Experience and Shopper Research.

SHAREHOLDERS:

- Sabrina Duda, psychologist
- Michael Schießl, psychologist
- TNS plc., Kantar Group, member of WPP
- Brenninkmeijer Holding GmbH
- Dr. Friedrich Jacobi
- Andreas Thölke

42 employees permanent staff
approx. 20-30 projects per month

Member of the Federal Association of German Market and Social Researchers BVM, member of the German Chapter of the Usability Professionals' Association UPA, and the European Society for Opinion and Marketing Research ESOMAR

Our in-house IT Development Unit programs and develops our proprietary research software i² Visualizer Implicit System

7 implicit research labs in Berlin, equipped with Eye Tracking devices, GSR measurement devices, EEG, video cameras, microphones and PCs featuring our i² Testing Software, 3 monitoring rooms with one-way mirrors accommodating up to 10 people

We conduct worldwide studies in cooperation with our partners in Great Britain, France, Spain, Italy, Japan and the USA using our mobile implicit labs

Corporate Philosophy

HARMONY BETWEEN HUMANS AND TECHNOLOGY

In our study we focus on people's needs and expectations. We help our clients to optimize the usability and user friendliness of consumer electronics, websites and interfaces for satisfied users and consumers.

PSYCHOLOGY IS THE FOUNDATION FOR SUCCESSFUL BUSINESS

Our research methods are based on findings from the field of cognitive and neuropsychology.

We combine behavioral data and interview data to gain deeper insights into the motivation and preferences of users, consumers and shoppers. Our methods enable us to reveal the implicit.

CLARITY AND ACTION FOCUS

Our clients receive their study results in clear and coherent presentations including advice on tangible actions. All data being visualized with our research software i² Visualizer.

References

We work for international enterprises in various sectors such as eCommerce, telecommunications & IT, TV & media, financial institutions & insurances, automobile industry, retail sales and consumer electronics.

Our list of clients includes LG Electronics, eBay, Google, GIRA, Siemens, Deutsche Bank, Burger King, Wrigley, Deutsche Telekom, Axel Springer, MTV, Mazda, Continental, Carrefour, REWE.



What we do

USER EXPERIENCE RESEARCH

We examine the user friendliness of websites, software, consumer electronics and mobile devices in lab surveys or in the familiar environment of users in home visits or Remote Usability Studies. We support our clients to create successful product innovations in a process of cost-effective and user-centered product development.

AD EFFECTIVENESS RESEARCH

In lab surveys or remote tests, we examine the ad effectiveness of TV commercials, print and online advertisement as well as posters. Eye Tracking delivers important information on the density of

attention on a particular advertising material. We simulate cross media campaigns and provide with information on the ideal contact dose and campaign budget.

SHOPPER RESEARCH

Our virtual lab and real shop studies provide information on whether the shoppers find their way through the supermarket, the packaging of a product attracts to buy, a brand prevails over the competition, the intended message reaches the customer and whether Category Management and Trade Promotion are arranged in an optimal way.

Expertise

MARKET LEADER IN IMPLICIT USER & BRAND RESEARCH

For more than 11 years, we have been conducting worldwide User Experience, Ad Effectiveness and Shopper Studies for internationally active companies.

MARKET LEADER IN EYE TRACKING

We are Eye Tracking pioneers: since the year 2000, we have been conducting Eye Tracking surveys and have developed a proprietary research software to analyze the data. The gaze recording is completely non-invasive: in the Lab using the Remote Eye Tracker, in the shop or real life setting using the Mobile Eye Tracker goggles.

POWERFUL IT SOLUTIONS

Our in-house software development team constantly improves our research technology. We offer innovative tools in particular for online panel studies, online marketing and ad effectiveness measurements.

TAILORED CONCEPTS

We believe that every project is unique and requires a special study design. Our research consultants and developers adapt the methodology and research technology according to the individual needs of our clients.

Methods

IMPLICIT METHODS

- Eye Tracking with analysis of aggregated data
- Attention Tracking
- Galvanic Skin Response
- EEG
- User Tracking
- Behavioral Monitoring (video recording)
- Measurement of reaction time with i² BRANDREACT
- Diary Studies
- In-depth Interviews

EXPLICIT METHODS

- Interviews
- Focus Groups
- System Acceptance Ratings
- Thinking Aloud (synchronic/retro-spective)

CREATIVE METHODS

- Card Sorting (online/offline)
- Mind Mapping
- Creativity Workshop with Paper Prototyping

EYE SQUARE conducts in-home, in-lab and remote studies from small to large sample sizes i.e. 6 to 6000 people. Alternatively, we offer Expert Analyses with Cognitive Walkthrough.

We have many years of experience in conducting multi-country surveys for international clients. We offer simultaneous translation services with interpreters for interviews, videos with two-channel sound as well as assessments and cultural comparative interpretations in English language.

Contact

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