

The ZMET Interview

- A** **The “homework assignment”** (7-10 days to do)
collect at least 12 photos or pictures relevant to topic, e.g.,
 thoughts about a brand
 purchase setting or buying process
 use of a product or service
- B** **The interview** (2-3 hrs, \$90)
Storytelling about the images; Probing interviews
pairs of pictures - how similar? how different?
Image Involvement
deeper exploration
Non-visual Sensory Metaphors
taste? color? smell? touch? sound? emotion?
Vignette; Digital Imaging
- C** **The deliverable**
Written report
Consensus map (example in “Metaphorically Speaking”)
CD

Summary

- The key goal of qualitative research is to identify all potentially relevant issues.
- Direct questioning is of limited value because people may not be aware of the real reasons for their feelings or choices, and resort to obvious or conventional explanations.
- “Projective” questions and tasks have no obvious answer, so the customer must be creative and self-revealing
- ZMET combines a projective method with a “depth interview”
- Your project will do the same.