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
   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.