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| **EWN Google GloYo** |

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| Business Objectives  |  | The goal is to understand GloYo's perceptions of Delight in their everyday experiences online. We aim to understand what delightful experiences resonate with this segment from both an emotional and cognitive perspective. What drives them to seek out delightful moments? What works and what doesn't work?  |
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| Research Objectives  |  | Google will use the insights from this study to design more appropriate Doodle and Delight launches that resonate with this segment.  |
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| Methodology(ies)  |  |  Online discussion board  |
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| Sample Size, Target respondent qualifications, Additional screening criteria,Incidence,# concepts  |  | Delhi – n-11 Recruitment & n-10 completed. Mumbai – n-11 Recruitment & n-10 completed. Kolkata – n-11 Recruitment & n-10 completed. Bangalore – n-11 Recruitment & n-10 completed.  |
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| Geography/Markets  |  | India  |
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| Duration/Interview Length  |  | 2-day online discussion board  (45 minutes Day 1, 30 minutes Day 2 ) |
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**Briefing Schedule** :- **24th Nov 2022 at 12:30Pm.**

https://teams.microsoft.com/l/meetup-join/19%3ameeting\_MmQ5NDM2MGEtNGFhMC00MGQwLTg1OWMtMjdiZWU4MDk1MWYx%40thread.v2/0?context=%7b%22Tid%22%3a%22733eb3d9-8b57-40fd-a849-37f69306fda1%22%2c%22Oid%22%3a%223be43d5f-039b-4687-9432-495fabe6ea92%22%7d

**Fieldwork Launch** :- 5th Dec 2022

**Fieldwork Closer** :- 7th Dec 2022

Kindly allot the EIC for your respective centers.

Thank You!