**Brief for Fieldwork**

Date of briefing: 04.05.2023

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| **STUDY TYPE** |  |
| **Centre** | Kolkata |
| **Date** | 17th May’23 |
| **Type of research** | Qualitative |
| **Objective of research** | * Understand overall liking of prototypes. * Identify improvement areas |
| **For groups – no, respondents per groups and duration** | 12 respondents (6 dyads) |
| **For CHVs-no of respondents, no of CHVs per days, duration per visit** | NA |
| **SERVICES REQUIRED** |  |
| **Recruitment** | Yes |
| **Product placement** | NA |
| **Moderator** | Yes |
| **Translator** | Yes |
| **Audio Recording** | Yes |
| **Video Recording** |  |
| **Others** |  |
| **DETAILS** |  |
| **Respondent Profile** | * Housewives * Mothers with at least one kid who is 8 years or older. * Age: 30-50 years * LSM: 4-6 & 7+ (50:50 split) * Users of Maggi Hot & Sweet Sauce * Should be consuming Maggi H & S since 1 year (min) * Frequency of usage: Once a week min. |
| **No of respondents** | 12 |
| **LSM** | 4-6 & 7+ (50:50 split) |
| **Age** | 30-50 years |
| **Product and Brand Usership** | Maggi Hot & Sweet Users |
| **Others** | Top Dish: French Fries |
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| **No of Products** | TBC |
| **Codes** | TBC |
| **Other Requirements** | French Fries (top dish) |
| **Contact person and details** |  |
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