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| **Date** | 29-01-2024 | **Version** | V1 | ***Copy of this FBN to be sent to DA , QC , PPH team.*** |

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| ***NAME OF THE PROJECT*** | *Estate* | ***Job no#*** | *YA.0273.00178.001* | | |
| ***HH or Non HH*** | *Non HH* | ***Product Category*** | *Concept test of Coliving space* | | |
| ***Adhoc / Track*** | *Adhoc* | ***If Track (Total Number .of wave):*** | | |  |
| ***CAPI / PAPI*** | *CAPI* | ***If Track (mention frequency of wave )*** | | |  |
| ***RPM Executive In charge*** | *Ramaswamie Tr* | ***RPM Manager In charge*** | | *Vishnu Singh* | |
| ***CIPD Executive In charge*** |  | ***CIPD Manager In charge*** | |  | |
| ***CS Executive In charge*** | *Ashish Kumar* | ***CS Manager In charge*** | | *Sneha Salvi* | |

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| **TARGET RESPONDENT PROFILE – (Mention target respondent PROFILE and also include THE DEFINITION and respective question numbers from the final link or q’re.)** |
| **Study Objective:** The clientwants to understand the needs and expectations from target group of working professionals of Pune Hingewadi IT Park and accordingly align and strategize for the future for Coliving spaces  **Respondent definition/ Target Group 🡪**  Interview to be done in Pune Hingewadi IT Park  1.Respondents Who Are Aware Of Co-living But Currently Living In Unorganized Shared / Rental Apartments Or PGs etc. Or Similar Product & Willing To Move Into A Co-living  2.Currently Staying In Branded/ Unbranded Co-living Setup  3.Respondents Who Are Aware but Not Keen To Stay In Branded Co-living - Could Be Useful To Understand Specifics Concerns, Need Gaps, If Any, Willingness To Pay etc.  4.To undertake the Willingness towards the Premium coliving spaces (20K/month per bed) we will ensure a minimum sample of 100, i.e. those who have a disposable income to spend on a premium space i.e largely  **Age Group: 22-35 Years i.e. 23-26 / 26-30 / 30-35**  **Gender: Male/ Female**  **Industry: IT (90%) + Non-IT (10%)**  **Domicile i.e. Tier 1/2/3 Cities But Not Pune**  **Income: Rs 06-10 Lacs, Rs 10-15 Lacs, Rs 15-20 Lacs, Rs 20-25 Lacs, Rs 25 Lacs & More**  **Currently Staying In Unorganized, Organized Co-living, Apartments, PGs etc. but NOT in a PURCHASE apartment / home** |

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| **FIELDWORK METHODOLOGY ( Respondent will be recruited through) : Delete if not applicable** | | | | | |
| **Face 2 face** |  |  |  |  |  |
| * **The interviewers will need to intercept the respondent and then access them as per the criteria of Specialization & the year of learning with respect to a particular institute. In case of direct contact, we can get the response through F2F interview** | | | | | |

| **Basic Details of the study** | |
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| **Sampling (Random / Area Purposive)?** | Area Purposive |
| **Random Sampling will be done using**   * Electoral roll / Voter * Polling booth list |  |
| **Right Hand Rule ( RHR) to be followed within Starting points ( SP) ( Yes / No)** |  |
| **If sampling unit is Polling Booth from where the first HH will be knocked?**   * The HH falls right hand side of the polling booth * HH which is at the nearest xing of the road or lane of polling booth |  |
| **If sampling unit is area purposive from where the first HH will be knocked?**   1. Once you reach the area look for the mid-point of that area. Slight here & there is ok. 2. Once you reach the mid-point , HH which is at the nearest xing of the road or lane of mid-point | |
| **Any Zonal spread of starting points to be maintained or natural fall out as per sampling :** |  |
| **Contacts to be maintained in each SP? ( Yes / No)** |  |
| **Area Summary sheet / General Contact sheets to be maintained? ( Yes / No)** |  |
| **Contacts to be given any serial number? ( Yes / No)** |  |
| **If Area Summary sheet / General Contact sheets needs to be maintained, ( Yes / No)** |  |
| **If Area Summary sheet / General Contact sheets, needs to be dispatched? ( Yes / No)** |  |
| **Listings: If there is any Fixed number of listings in each SP? ( Yes / No)** |  |
| **Listings: If there is any maximum number of listings in each SP? ( Yes / No)** |  |
| **Listings: Which is non-qualifying for main to be given any serial number by SP ? ( Yes / No)** |  |
| **Listings: Which is non-qualifying for main to be maintained & dispatched? ( Yes / No)** |  |
| **Main / Detail Interview: Any Fixed number of Main / Detail Interview in each SP ? ( Yes / No)** |  |
| **If not fixed ,any maximum number of Main / Detail Interview in each SP? ( Yes / No)** |  |
| **LOI Listing** |  |
| **LOI Listing + Main** | 20 minutes |
| **Total LOI** | 20 minutes |
| **Is there any skipping ? ( Yes / No)** |  |
| **If Yes for Skipping , then is it after valid listing or valid main ?** |  |
| **If Yes for Skipping , Number of HH needs to be skipped** |  |
| **Kish Grid to be followed? ( Yes / No)** |  |
| **For Kish Grid , which serial number to be followed , Listing or Main/Detail** |  |
| **If any quota? If yes please mention in the grid below. ( Yes / No)** | Yes |
| **Quota to be maintained center wise or state wise or zone wise?** | details given. |
| **Product Usages – Number of Days / Number of Hours / NA** |  |
| **Define working days a week and Non-working a week – Applicable only for some specific study** |  |

| **Team Composition** | | | | |
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| **If any tele callers required?** | | | No | |
| **Profile of the interviewer?** | | | Semi Corporate / Corporate | |
| **Gender of the interviewer? Male / Female / Mix** | | | Male/Female | |
| **Any additional checker is required?** | | |  | |
| **Interviews will be done in English or Vernacular** | | | English | |
| **Interviewers needs to be English speaking or can read & understand English** | | | Can read, converse and understand English | |
| **Others ( If any)** | | |  | |
| **FW Materials – If not required write no** | **Frequency / Schedule / date sent or will be sent on** | **FW Materials – If not required write no** | | **Frequency / Schedule / date sent or will be sent on** |
| Final translated live link or Q’re | 29-01-2024 | Images or videos folder if applicable | |  |
| OE Link |  | Translated Show cards | |  |
| Translated OE sheets |  | Budget | |  |
| LOI calculator |  | Concept | |  |
| Stimulus |  | Photo cards | |  |
| Who will print Concept / stimulus / Photo cards |  | Final Qre – Listing | |  |
| Final qre – Main / Detail | 29-01-2024 |  | |  |
| Show Cards |  | Products | |  |
| Tele calling script |  | Database by centers and segments if any | |  |
| Quota sheet | 29-01-2024 | Contact sheet | |  |
| Interviews will be done in English only? |  | Interviews will be conducted in vernacular? | |  |

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| **Others if any (please specify)** |
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| **Additional note ( If Any)** |
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| **FW Schedule** | **Frequency / Schedule / date sent or will be sent on** |

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| ***Early Warning Note ( EWN) Sent On*** |  |
| ***Date of field briefing to EIC’s*** |  |
| ***Briefing /Mock calls of Freelancers - (In case of lengthy and complex qnnr it is mandatory to provide one additional day for training / mock calls)*** |  |
| ***Date of team briefing : ( should be a gap of one day post sharing of Final material)*** |  |
| ***Date of Mock call :*** |  |
| ***Fieldwork Start Date: ( should be a gap of one day post Mock call)*** |  |
| ***Fieldwork End Date:*** |  |
| ***First Sync / Dispatch*** |  |
| ***Final CE data to be synchronized on / Dispatch to be done on*** |  |
| ***Final OE entry to be done*** |  |
| ***Confirmation on QC complete by Field Team*** |  |
| ***Confirmation on QC complete by IQC team*** |  |
| ***Final CE Data to CRDC/GO*** |  |
| ***Final OE Data to CRDC/GO*** |  |

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| ***Frequency of Synchronization of interview (if CAPI)*** |  |
| ***Frequency of OE Entry & Synchronization (if CAPI)*** |  |
| ***Frequency of Status update ( If CAPI)*** |  |
| ***Frequency of Status update (if PAPI)*** |  |
| ***Frequency of Dispatch (if PAPI)*** |  |
| ***Dispatches to be sent to ? Name & Office*** |  |
| ***Feedback Qre to be sent to Name & Office*** |  |
| ***Feedback qre to be sent within number of days of launching?*** |  |
| ***Date of launch of each centre to be confirmed ( Yes / No)*** |  |

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| **DA Feedback & Queries ( If any)** |
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