

B	I	N	G	O
Small Sample Size	Adaptive	Focus Group	Observation	Message Testing
Concept Testing	Positioning	Narrative	Bulletin Board	Phone
TPP Testing	Buying Process	FREE	Inductive	Interview
Patient Insights	Journals	Nuanced	Grounded Theory	Mini-group
Complex	Online	Dyad	Understanding	Ethnographic

B	I	N	G	O
TPP Testing	Understanding	Bulletin Board	Journals	Concept Testing
Observation	Interview	Focus Group	Mini-group	Buying Process
Inductive	Adaptive	FREE	Grounded Theory	Nuanced
Ethnographic	Small Sample Size	Dyad	Patient Insights	Complex
Message Testing	In-person	Phone	Narrative	Positioning

B	I	N	G	O
Patient Insights	Grounded Theory	TPP Testing	Ethnographic	Observation
Online	Phone	Understanding	Journals	Buying Process
Nuanced	Bulletin Board	FREE	Inductive	Focus Group
In-person	Message Testing	Complex	Adaptive	Small Sample Size
Positioning	Narrative	Interview	Mini-group	Dyad