

Focus Group - \$300 + \$50



Seeking People with Disabilities to Influence Retail's Future

We are actively seeking creative participants that can express their thoughts and needs to brands in ways that they can act to improve customer experience for all.

The Return on Disability Group is seeking participants to inform one of the world's leading retailers on how to improve the customer experience for People with Disabilities.

As People with Disabilities gain more power as consumers, companies need to better understand their needs and desires. One of the world's largest retailers has commissioned a pioneering study on how they can build their retail environments to meet the needs of and delight customers with disabilities.

As a participant, you will go shopping at 3 of the retailer's Toronto or Calgary locations. After you have visited the stores, we will sit down to discuss how your disability impacted your experience as a customer and explore suggestions to maximize your experience.

Participants are prepared to shop 'under cover' and must feel comfortable discussing their disability with our team and other Focus Group participants. Your identity will remain anonymous to the retailer.

Access to a vehicle as a driver or passenger is required to participate in this study.

Participants will be compensated \$300.00 for their time and given \$50.00 to spend at the stores. We anticipate a time commitment of 5 hours (total) over 2 days.

Participants must self-identify as a person with a disability and meet other education/experience level requirements to be selected for this study.

The knowledge gained through our conversations will assist the retailer in both better serving its customers and in planning for the next generation of stores. We also believe that these studies encourage global brands to 'get smart' about delighting people with disabilities as customers.

Who: Major Global Retailer

What: 3 store visits and 3-hour Focus Group

When: Focus Groups – September 28, 2018 (Toronto) or October 3, 2018 (Calgary). Store visits prior to Focus Group.

Where: Downtown Toronto or Downtown Calgary

How Much: \$300 for your time + \$50 towards in-store purchases

To apply, please complete the attached application form and email it to jenn@rod-group.com. Feel free to email information in any format that best suits your communications approach.

RETAIL DISABILITY FOCUS GROUP

Participant Application

APPLICANT INFORMATION

Focus Group Location (circle one):	Toronto	Calgary
Last Name:	First Name:	
Street Address:		Apt/Unit:
City:	Province:	Postal Code:
Phone:	E-mail:	
Do you identify as a person with disability?	Yes	No
Gender: F M Other	Birthdate:	

EDUCATION

Undergraduate School	
Degree Attained	Major
Graduate School	
Degree Attained	Major
Post-graduate School	
Degree Attained	Major

NATURE OF HOW YOU INTERACT WITH THE WORLD (DISABILITY)

Please circle, highlight or otherwise indicate the functional nature of your disability. This information helps us balance the panel.

Physical/Mobility/Dexterity Hearing Vision Learning/Cognitive

I don't fit in a box – so I'll explain in the box below:

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WORK EXPERIENCE

Company	Title/Role
# of Years Employed	Industry
Company	Title/Role
# of Years Employed	Industry
Company	Title/Role
# of Years Employed	Industry

Please indicate below when you are available for the focus group sessions from 1:00pm – 4:00pm:

Yes No

YOUR INTERESTS

We are actively seeking creative participants that can express their thoughts and needs to brands in ways that they can act to improve experience. Please indicate if one of the below applies to you (circle or highlight):

Artist/Dancer/Actor	Scientist/Engineer	Writer/Journalist
Designer	Computer Wizard	Other (tell us below)

WHAT MAKES YOU CREATIVE?

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