



Hi,

Toulouse's Museum wishes to carry out focus groups with its visitors about the " Mobile Visit ". The provider REC (Research Evaluation Communication, specialized in audience research) will be in charge, for the Museum, to lead these focus groups.

**To participate, you must have tested this mobile visit before the appointments mentioned below.** It's very simple, all you have to do is come and visit the Museum independently with your smartphone.

More information: <https://www.museum.toulouse.fr/visite-museum-mobile>

### **What is a focus group ?**

It's a group interview gathering about ten people and which lasts about **two hours**. Two group leaders will question you about your experience within the mobile visit and its contents. In order to be a bit more fun, there will be some entertainment.

### **Where and when ?**

The focus group will take place inside the Museum

In order to ease the discussions between group's members, 4 focus groups are planned:

- French speaking audience : the focus group will take place on the 17<sup>th</sup> of November at 2.00 p.m.
- Spanish speaking audience : the focus group will take place on the 24<sup>th</sup> of November at 10.00 a.m.
- Deaf audience : the focus group will take place on the 24<sup>th</sup> of November at 2.00 p.m.
- English speaking audience : the focus group will take place on the 1<sup>st</sup> of December at 2.00 p.m.

### **Compensation**

For each participant, **we will offer a 40€ voucher to be spent in FNAC shops.**

### **Right to one's image**

*The interview will be recorded and filmed. By agreeing to participate in focus groups you agree to assign your capture right to the provider REC and the Museum. However, this material will never be diffused on any media. The recordings and videos will be used to retranscribe and analyse the discussions that took place.*

### **Registration**

[To register, please click on the following link.](#)

Once you are registered, we will be in touch very shortly to :

- 1/ Inform you if you have been selected to take part in the focus group ;
- 2/ Inform you about the terms and conditions of your participation.

Should you wish further details, please do not hesitate to contact us.

Kind regards,

**Recherche Evaluation Communication**

[contact@recherche-evaluation-communication.fr](mailto:contact@recherche-evaluation-communication.fr)

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