

## Qualitative Case Study

# How Konovo Assessed Website Redesign for Multiple Brands



## Background

Company ABC, a global pharmaceutical company, wanted to evaluate three new images for potential use across four brand websites by assessing their performance on key metrics. These include message resonance, patient relevance, uniqueness, and ability to motivate action, such as continuing or requesting the brand's prescription. They were looking to identify strengths, weaknesses, and areas for improvement before proceeding to quantitative testing. The resulting insights will inform optimization opportunities for the images.

## Specifications

### Methodology

Company ABC used Konovo's Full-Service solution, using the Konovo I2 platform to conduct 45-minute, 1:1 web-enabled telephone interviews with 20 patients in the US who take at least one brand name prescription medication of the pharmaceutical company.



**Platform:**  
**Konovo I2**



**Interviews:**  
**20 patients**



**Location:**  
**US**



## Approach

The Konovo Insights Director led the project, and provided:

- **Project Management and Communication:** Led kick-off meetings, provided daily updates, conducted mid-study check-ins, and delivered final report readouts.
- **Study Design and Moderation:** Oversaw screener and guide development, expertly moderated interviews (including local-language options), and ensured quality through agile recruitment and guide checks.
- **Platform and Logistics:** Hosted interviews on the I2 platform with live listening, managed translations, and distributed honoraria payments to respondents.
- **Insight Delivery:** Produced interim and final reports in the client's template, provided recordings and transcripts, and presented findings to align with client objectives.



## Results

The study results revealed serious negative impacts of the theme and language in the proposed redesign and prompted a significant change in direction for the website and promotional campaign. Research stopped early due to clear consistent findings that moving forward with this rebranding would reflect negatively on the sponsoring brand.

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