

**General project
concept /
rough draft**

- Defining the structure of questions
 - Preliminary study: “state of the art”

**Expert interviews /
literatur research**

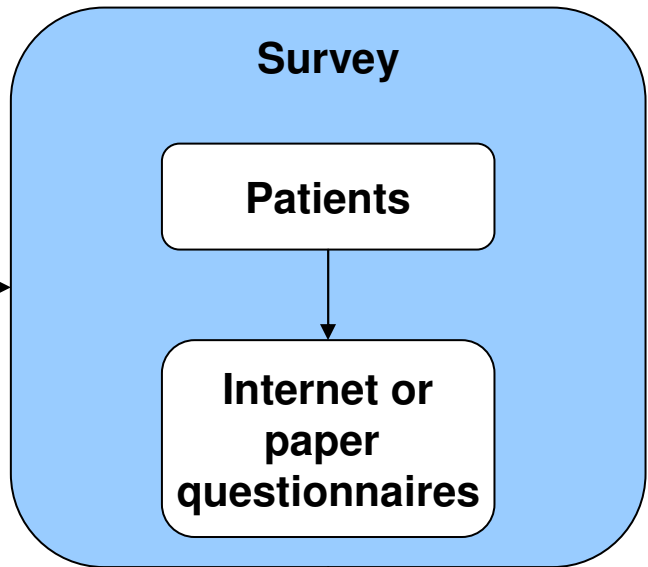
**Qualitative
pre-investigation**

**Interviews and/or
focus groups
with patients**

- Generating the relevant characteristics and dimensions
- Selecting the survey design

**Quantitative
principal
investigation**

- Selecting the rating scales and designing the questionnaire
 - Pre-test (optional)
 - Patients’ assessment of draft versions (main survey))



**Data analysis /
evaluation**

Final report

- Collection and processing of data
- Estimate of benefits
- Segment / market analyses
- Recommendations for implementation