

i·view

LONDON

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i-view London was established in 2012 as a contemporary hub for researchers. A custom built viewing facility located in the heart of London on the Strand. All on one easy to reach large floor bathed in natural sunlight, i-view London is a technologically advanced viewing facility. Ideal for conducting all types of studies including eye tracking, dial testing and User Experience. We can set up a live link in a client room to show a second studio and can also provide web streaming.



i-view London is a member of The Association for Qualitative Research and The Viewing Facilities Association



We are a member of FIVE research, with 23 studios worldwide independently owned and operated by the members.

We are committed to being the best in class and offering all our clients an experience that exceeds expectations.

We want clients to feel that i-view London is a partner they look forward to working with, every time.



fieldwork | i-view London | Viewpoint Europe | Estudio Silvia Roca





## How to find us

Wellington House  
125 - 130 Strand  
London WC2R 0AP

i-view London is perfectly situated on the Strand, directly opposite Somerset House. Located between 6 major London tube stations, all within a 10 minutes' walk. Holborn (10 min), Waterloo (9 min), Covent Garden (6 min), Charing Cross (6 min), Embankment (6 min) and Temple (4 min).

The entrance to our premises at Wellington House is located only 30 metres from Waterloo Bridge, on Lancaster Place, in between Maplin and Cycle Surgery store.

# Floorplan

- 1** Oxford Circus (W3.6m x L5.9m)  
Respondent Room
- Bond Street (W3.5m x L4.2m)  
Client Viewing Room
- 2** Tottenham Court Road (W4.1m x L6.5m)  
Respondent Room
- Holborn (W6m x L9m)  
Client Viewing Room
- 3** Charing Cross (W4.5m x L5.7m)  
Respondent Room
- Leicester Square (W5.9m x L8.5m)  
Client Viewing Room
- 4** St Paul's (W4.6m x L5m)  
Respondent Room
- Chancery Lane (W4.6m x L5.5m)  
Client Viewing Room
- 5** Bank (W4.6m x L6.2m)  
Respondent Room
- Liverpool Street (W4.6m x L5.3m)  
Client Viewing Room
- 6** Waterloo (W4.6m x L2.8m)  
Non-viewed studio
- 7** Embankment (W1.7m x L2.6m)  
Non-viewed IDI room
- 8** Kitchen (W4.2m x L7.4m)
- 9** Reception





# Oxford Circus

Respondent Room (W3.6m x L5.9m)

# Bond Street

Client Viewing Room (W3.5m x L4.2m)

Oxford Circus studio and Bond Street client viewing rooms overlook the tranquil and peaceful surroundings of the Queens' Savoy Chapel and private gardens. Bond Street client viewing room can seat 7 clients comfortably with the respondent room holding groups of 8 seated boardroom style.

The Oxford Circus and Tottenham Court Road studios have a moveable partition wall set between them that can open up to make one very large studio space (size 12.4 m x 4.1 m), ideal for film screenings, presentations and workshops. It can comfortably accommodate 40 or more people theatre style.



# Tottenham Court Road

Respondent Room (W4.1m x L6.5m)

# Holborn

Client Viewing Room (W6m x L9m)

Tottenham Court Road studio and Holborn client viewing rooms overlook the tranquil and peaceful surroundings of the Queens' Savoy Chapel and private gardens. The client viewing room can comfortably seat and accommodate 20 people with additional lounge seating area. This is an incredibly spacious viewing room. The Tottenham Court Road Road respondent room can fit in groups of up to 10-12 boardroom style.

The Oxford Circus and Tottenham Court Road studios have a moveable partition wall set between them that can open up to make one very large studio space (size 12.4 m x 4.1 m), ideal for film screenings, presentations and workshops. It can comfortably accommodate 40 or more people theatre style. Dual viewing rooms available in this set up.



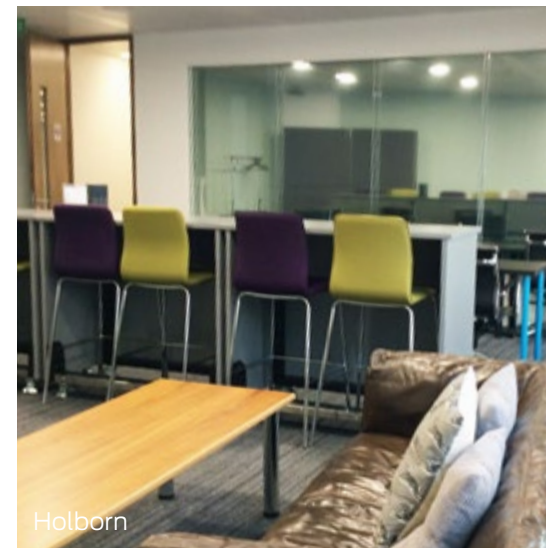
It can comfortably accommodate 40 or more people theatre style. Dual viewing rooms available in this set up.



Tottenham Court Road



Holborn



Holborn



# Charing Cross

Respondent Room (W4.5m x L5.7m)

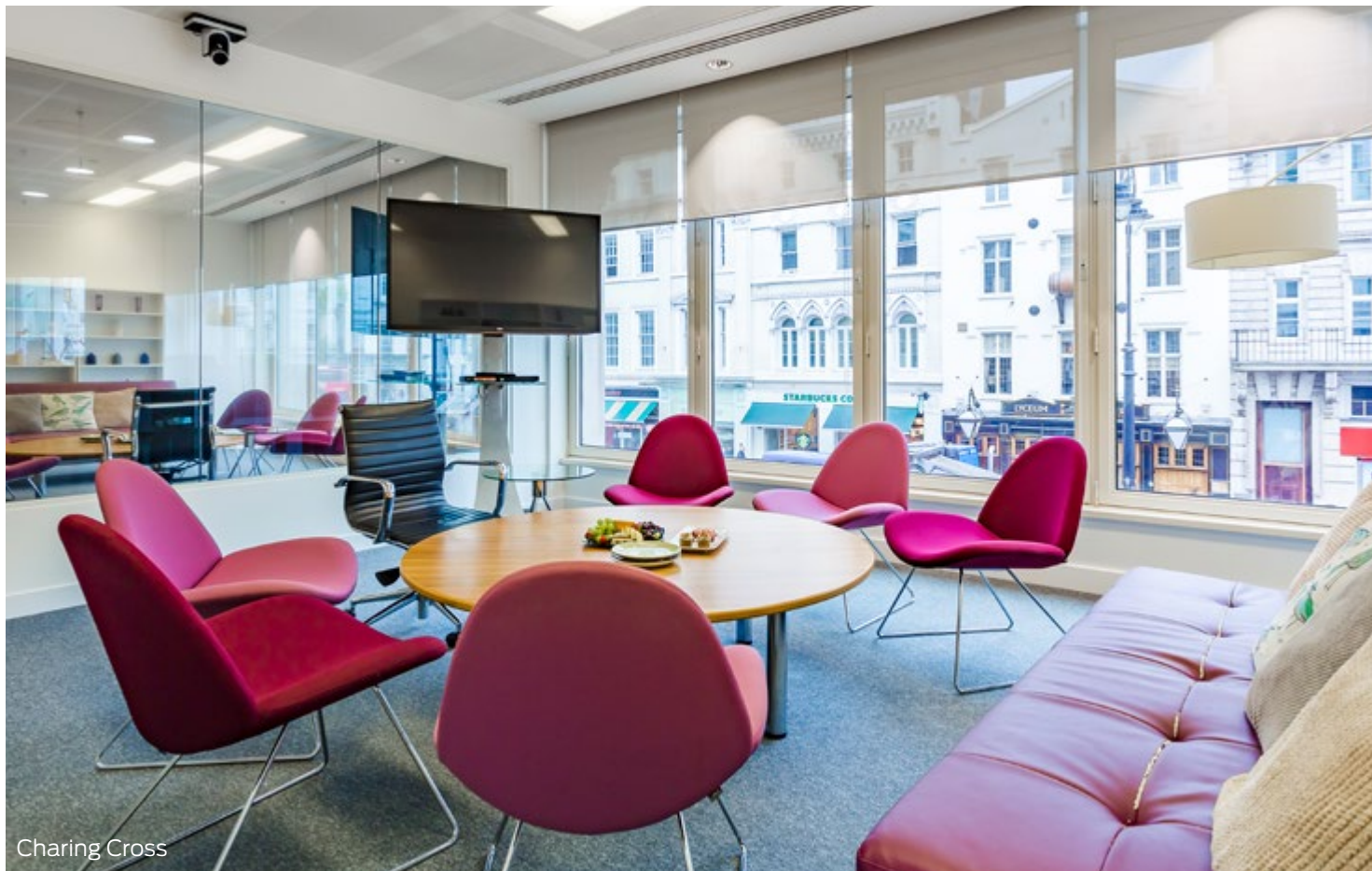
# Leicester Square

Client Viewing Room (W5.9m x L8.5m)

Charing Cross studio and Leicester Square client viewing rooms provide impressive views of the Strand. The studio is ideal for consumer groups but all the furniture is mobile and can be moved so we can easily set up any room the way it suits your project. The client viewing room has been created to be exceptionally spacious and can comfortably seat 16-20 people. Translation equipment is built in and has two channel language recordings available.

The studio can be used specifically for:

- PC/laptop/tablet interviews and testing
- Perception Analyzer dial testing
- Taste-tests
- Lounge or Boardroom settings with optional LCD TV within respondent room and also digital viewing via client room



Charing Cross



Leicester Square



Leicester Square





## St Paul's

Respondent Room (W4.6m x L5m)

## Chancery Lane

Client Viewing Room (W4.6m x L5.5m)

St Pauls studio and Chancery Lane client viewing rooms have been thoughtfully designed for IDIs/web usability studies, small groups and projects that may require the need for language translation. All our furniture is easily mobile and we can set up the room to meet your research needs. Can fit groups of up to 8 respondent formally or informally within St Pauls. The Client viewing room comfortably seats up to 12-16 people. Translation equipment is built in and has two channel language recordings available.

The studio can be used specifically for:

- PC/laptop/tablet interviews and testing
- Lounge or Boardroom settings with optional LCD TV within respondent room and also digital viewing via client room
- Neuroscience and eye tracking studies





# Bank

Respondent Room (W4.6m x L6.2m)

# Liverpool Street

Client Viewing Room (W4.6m x L5.3m)

Bank studio and Liverpool Street client viewing rooms provide splendid views that overlook Somerset House. This studio is designed and laid out primarily for consumer research, but all our furniture is easily movable allowing us to set up the studio in any way that best suits your research needs. The respondent room is large enough to fit in 25 theatre style. The Client viewing room comfortably seats up to 12-16 people.

The Bank studio also known as our Bar room offers the added advantage of incorporating a mobile drinks serving bar that's ideal for drinks research creating a unique bar style environment.

The studio can be used specifically for:

- PC/laptop/tablet interviews and testing
- Perception Analyzer dial testing
- Taste-tests
- Lounge or Boardroom settings with optional LCD TV within respondent room and also digital viewing via client room





# Waterloo

Non-viewed studio (W4.6m x L2.8m)

Waterloo Studio is a non-viewed room that can seat up to 6 people comfortably around a boardroom table, with up to 8 in an informal group setup.

It can be used as a breakout room or when you have overlapping interviews or perhaps the need for mini group that's non-viewed and clients would like to view remotely.

# Embankment

Non-viewed IDI room (W1.7m x L2.6m)

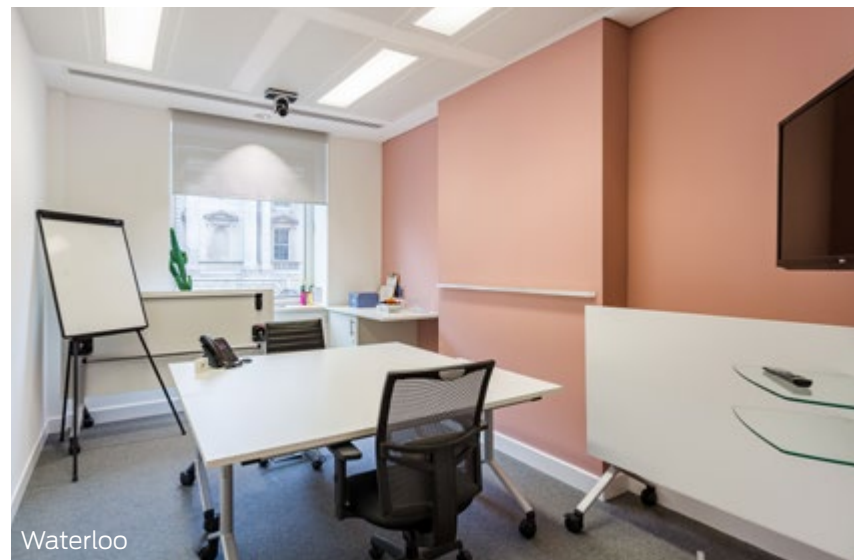
Embankment is a non-viewed room ideal for making conference calls or overlapping IDI's. It's a perfect place to take that much needed private phone call.

# Kitchen

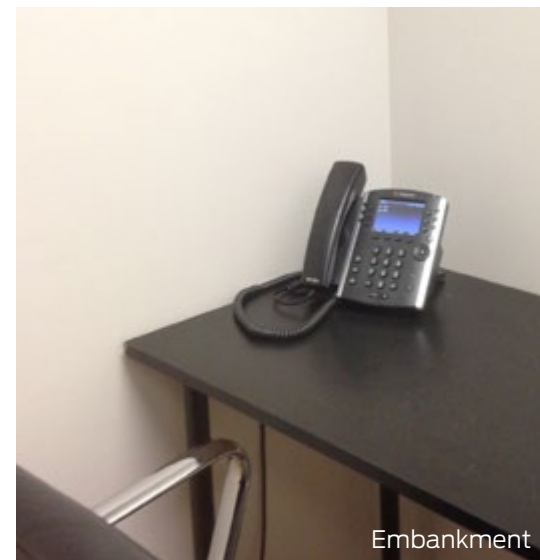
(W4.2m x L7.4m)



Kitchen



Waterloo



Embankment





# Studio Contacts



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i-view London is an independent company founded and owned by Company Directors Bob Qureshi, Ivan Bautista and Joachim Zeunges



Marketing research industry leaders Fieldwork Network, i-view London, Viewpoint Europe and Estudio Silvia Roca, join forces to create an international strategic alliance: FIVE Research. FIVE provides seamless service and support offering complete global coverage for any city, any methodology, anywhere in the world.



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