

CAPABILITY STATEMENT

Do You Ever Wonder...

- How is my brand perceived?
- What are the high and low points in my customer's experience?
- Can my new product or service deliver value?

Who We Are

We are an agile boutique market research team and we speak 'human'. We are customer whisperers who uncover what your target audience is thinking and feeling to bring you actionable a-ha insights. Our research gives you the confidence to make smart business decisions.

Why Choose Us

- Experience You Can Trust
- Easy & Flexible Workstyle
- Thorough and Creative

What Our Customers Say

"Natalia was always thinking five steps ahead."
"Keyhole is easy and fun to work with."
"They are a vested thought partner."

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SERVICES

Online or In-Person



FOCUS GROUPS



1:1 INTERVIEWS



BULLETIN BOARDS



FRIENDSHIP CIRCLES



EXPERT INTERVIEWS



ETHNOGRAPHIES

"Seek first to understand, then to be understood."
- STEPHEN COVEY

I am driven by curiosity and empathy. That's why I'm so passionate about uncovering what makes people tick. I turn these discoveries into insights that drive organizations forward with confidence.

- NATALIA TAFUR
Founder & Chief Researcher



CLICK TO SCHEDULE YOUR COMPLIMENTARY CONSULTATION!