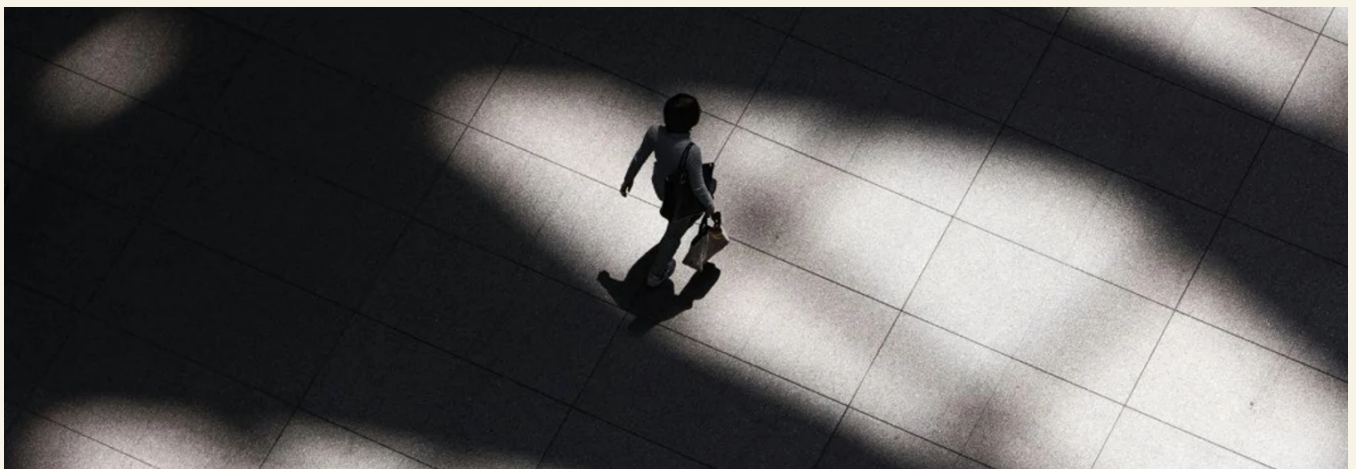


Decisions grounded in human truth.

Psychologist-led research for clearer decisions.

Groundwork is a boutique research agency in Metro Manila, Philippines. We look beyond what people do to understand why, combining behavioral depth, real-world inquiry, and careful analysis.

We help brands and organizations understand people and contexts, test ideas and experiences, and explore opportunities. Our founders remain directly involved, from the first question to the final recommendation.



THE HUMAN SIGNAL

People. Context. Practical direction.

A deeper lens. A clearer direction.

01 Understand people & contexts

Audience and culture research, experience and barrier mapping, and systems and stakeholder research. Get closer to how people think, feel, behave, and choose.

02 Test ideas & experiences

Brand and concept testing, communication research, and website and service experience feedback. Understand how people interpret and respond to an idea.

03 Explore opportunities

Market entry and feasibility, category and competitive analysis, and localization recommendations. Build a grounded view of an unfamiliar market.

The people behind the work

Jonathan Robert A. Ilagan

PhD, RPsy
Co-Founder & Principal Research Consultant

Psychologist, researcher, and educator. Qualitative and mixed-method research, with complex findings translated into clear direction.

Mara Patricia Yusingco

PhD, RPsy
Co-Founder & Principal Research Consultant

Psychologist and researcher. A culturally grounded lens on qualitative inquiry, fieldwork, and lived experience.

Let's start with your question.

hello@wearegroundwork.co