OVERVIEW OF PRIMARY RESEARCH TOOLS

THE INSIGHT ADVANTAGE

Qualitative
Deep knowledge about fewer people
Insights from below the surface
Discovery of previously unknown needs
Implicit info
Early stages of product process

← →

Quantitative
Shallow knowledge about lots of people
Tip of the "cultural iceberg"
Info about known needs
Explicit info
Later stages of product process

	Ethnographic Studies	Customer Panels	Usability Testing	In-Person Interviews	Focus Groups	Telephone Interviews/ Surveys	Print Surveys	Web Surveys
Description	Anthropological-based observation and questioning; usually one-on-one, but can be done in small groups of people who work/live/use the product together	Ongoing dialogue with static group of key customers	Opportunity for users to use the product and provide input that would drive product features; can be observed in a lab or can be self-administered	One-on-one discussion to collect information in person	Small group discussion, usually performed by independent third party; can also be done online	One-on one discussion to collect information via phone	Hard copy survey completed with pen/pencil	Online, interactive survey that could be accessed (or pop up) at a website for users/shoppers or via e-mail invitation with a web link
Purpose	- To understand values and beliefs around a product/category that would drive purchase and/or use of product - Especially helpful in early concept development, but findings will drive decisions about feature prioritiza-tion,	- To understand ongoing, emerging business issues; provides real-time market intelligence and early visibility of upcoming opportunities	- To evaluate the ease of completing tasks by having real users use the product (the product can be a prototype)	- When you have other data, but need to get qualitative input from relatively small numbers of people; works well when defining product positioning or product features	- When you have other data, but need to get rich qualitative input from relatively small numbers of people - In concept development, to understand issues that may exist with current products - To refine position-ing, names,	**Surveys**: To gather quantitative information to help support or reject beliefs/theories **Interviews:** When you have other data, but need to get qualitative input from relatively small numbers of people	- To gather quantitative information to help support or reject beliefs/theories	- To gather quantitative information to help support or reject beliefs/theories
When to Use in Product Process	-Especially suited to ideation stage when concept is still nebulous and there are lots of unknowns	- Input can be gathered ongoing and fed into ideation stage	- In development and testing/valida-tion phase of product process	- Throughout the product process	- Primarily in the full production & market launch stages	**Surveys:** primarily in full production & market launch stages; **Interviews:** throughout the product process	- Primarily in the full production & market launch stages	- Primarily in the full production & market launch stages

OVERVIEW OF PRIMARY RESEARCH TOOLS (cont'd)

	Ethnographic Studies	Customer Panels	Usability Testing	In-Person Interviews	Focus Groups	Telephone Interviews/ Surveys	Print Surveys	Web Surveys
Pros	- Helps to under-stand deeper issues that could work for or against the product - Can discover subtle things that subject may not be aware of re: their attitudes, opinions, use, workarounds, etc.	- Participants can become advocates for your organiza- tion and extremely loyal	- Can help identify issues that can make or break the user experience	- Best way to get access to higher level folks/decision makers for this type of information - Able to probe into responses for clarity	- Provides oppor-tunity to probe input for clarity - Get broader range of responses as individuals build upon others' ideas	- Can provide access to higher level folks/decision makers - For surveys, can have built-in skip patterns and survey logic - Able to probe into responses for clarity	- Solicits candid responses - Can reach practically anyone	- Can have built-in skip patterns which allow complex survey logic, based on answers to previous questions - Relatively quick to complete - No centralized data entry - Fast cycle time - Solicits candid responses and thorough
Cons	- Sometimes difficult to get access/permission to enter homes/ workplaces; results are less reliable if observation happens outside of the 'normal' place where respondents work/live	- Requires long-term commitment (from both your organization and your client) and resources	- Requires recruiting and fielding time; does not necessarily uncover solu-tions to issues	- Not anonymous, so may not get candid responses - Requires careful recruiting and fielding time - Small sample size runs risk of interview subjects who are not representative of the target group	- Sometimes responses can be influenced by 'group think' - Group dynamics can affect answers/level of candidness - Requires strict recruiting criteria to get the right people - Small sample size reflects only a small segment of	- Not anonymous, so may not get candid responses - Consumer hostility toward telemarketers reduces response rate	- Difficult to include complex survey logic - Response rate more impacted by time/effort considerations - Participants less likely to provide thorough verbatim comments - Requires central- ized data entry	- You need to have e-mail addresses (can be difficult to get) - Requires web survey design tools and expertise For offline orgs: - Demographics are skewed to people who have computers/ Internet access
Audience	Consumers and B2B at all levels	Consumers and B2B at all levels	Consumer and B2B users at all levels	Consumers and B2B at all levels	Consumers and B2B (usually not executives)	Consumers and B2B at all levels	Usually consumers vs. B2B (not executives)	- Has access to e-mail and Internet - Consumers and B2B (usually not executives)