

RESEARCH DIY VS. DIFM

QUARANTINED VIRTUAL INSIGHTS CONFERENCE

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All views and opinions are my own and do not reflect those of my employer

PROJECT FACTORS TO ASSESS

- **Budget**
- **Time**
- Business decision
- Methodology
- Tools
- Recruit

BUSINESS DECISION

- How quickly will results be used/implemented?
- How big is the knowledge gap you are filling?
 - Will you have to socialize results to gain buy in?
 - How controversial could the results be?
- What is the scale of the decision to be made?

METHODOLOGY

Quant

- Do you have the tools for recruiting and analysis?
- Do you have the time to program and do analysis yourself?

Qual

- Do you have the time to moderate yourself?
- Do you have the technology to moderate yourself?

TOOLS

- Do you have access to the analysis tools you need?
- Is utility of the tool broad enough to justify the cost?

RECRUIT

- How broad or narrow is your recruit?
- Do you have access to their contact information?
- Can you legally contact them?

FRAMEWORK

	Decision	Methodology	Recruit	Tools Needed
Simple				
Complex				

FRAMEWORK

Methodology



Simple

Decision

Complex

FRAMEWORK

Methodology

Complex	<ul style="list-style-type: none"> • Focus Groups to inform positioning where you moderate, but outsource recruiting and facility • Survey to assess a small set of metrics for a test where you can program and analyze result, but survey is hosted externally 	<ul style="list-style-type: none"> • Diary study with multiple test groups to inform segmentation • New product introduction when feature trade offs need to be made
Simple	<ul style="list-style-type: none"> • IDs with opted in customers/ employees that you can schedule and moderate yourself • Follow up survey after an event, presentation, or meeting where there is a defined audience 	<ul style="list-style-type: none"> • Diary study to choose between two /three creative options where you can write the guide and do analysis, but the study itself is hosted by a third party • Survey to gauge interest in new concept to inform more rigorous design when you have a target audience

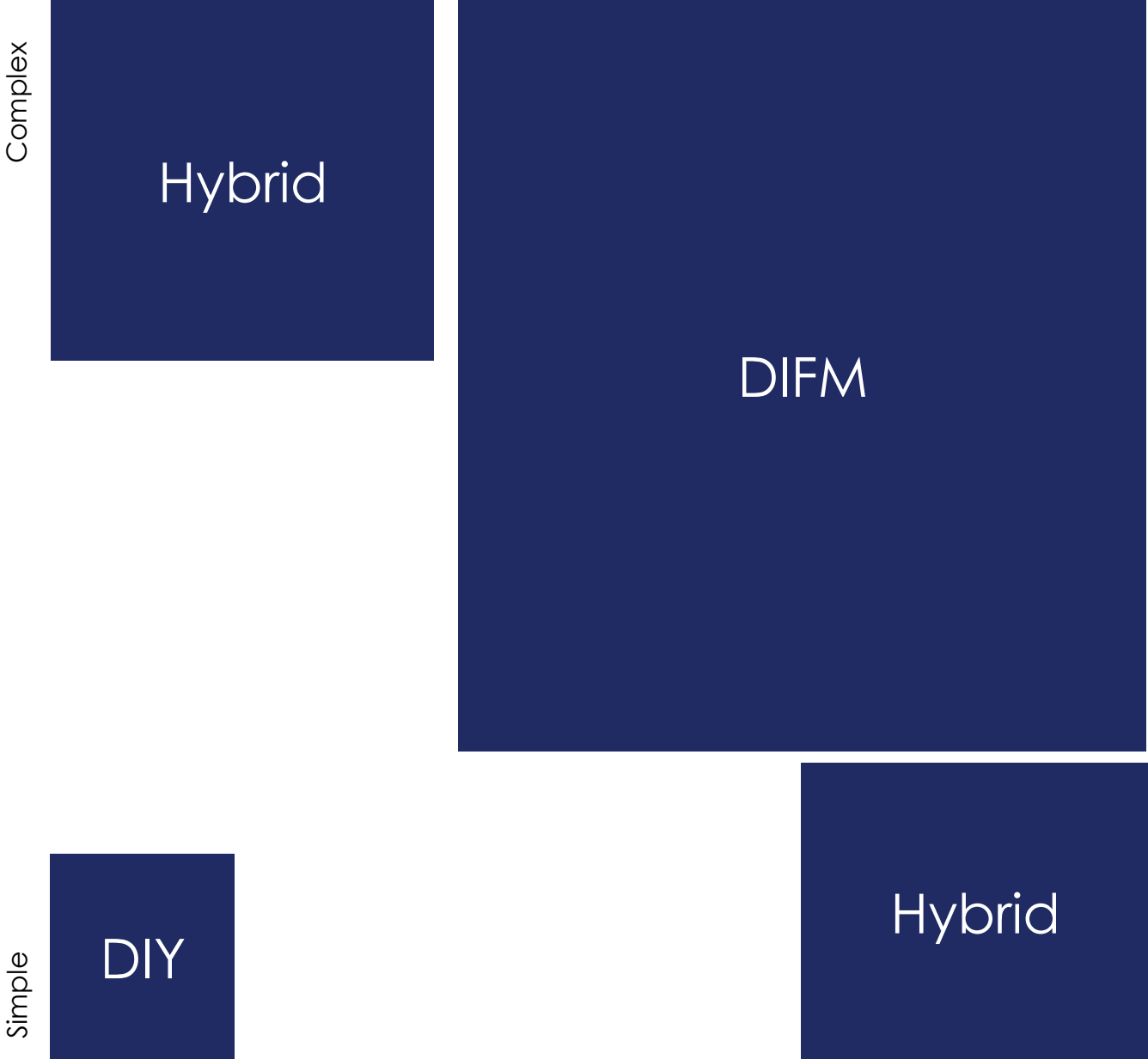
Simple

Decision

Complex

FRAMEWORK

Methodology



Simple

Decision

Complex