The top-left portion of the image features a complex, abstract pattern of thin, black, overlapping lines. These lines form various geometric shapes, including triangles and polygons, some of which are nested or intersected by others, creating a sense of depth and movement. The lines are thin and black, set against a plain white background.

BETTER QUALITY RESEARCH WITHOUT SACRIFICING SPEED

Lauren Hill

AGENDA

Introduction

The talk

Q&A + Discussion



HILL, LEAD RESEARCHER

“Research is formalized curiosity. It is poking and prying with a purpose.”
Zora Neale Hurston

WORK |

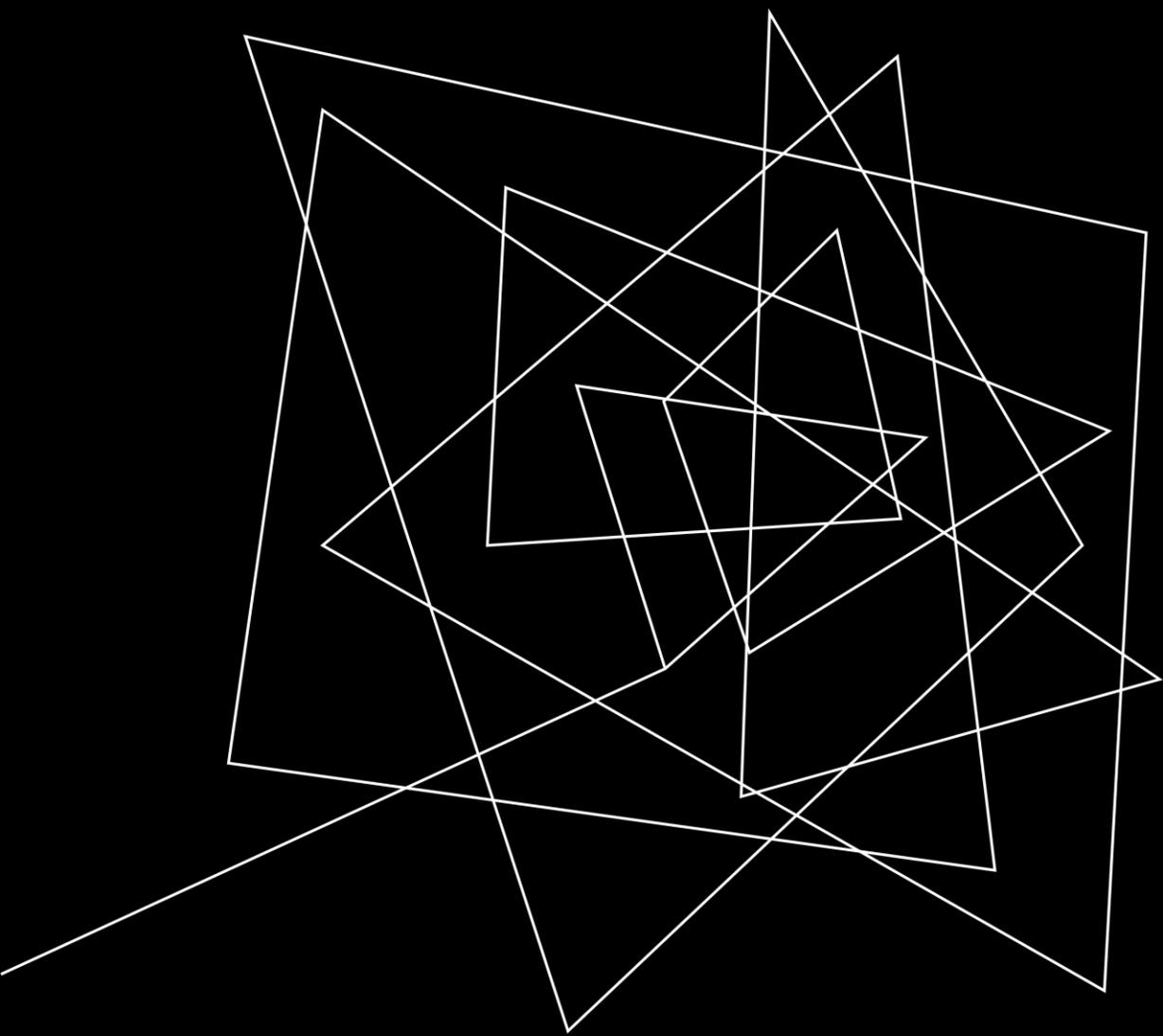


INTERESTS
|

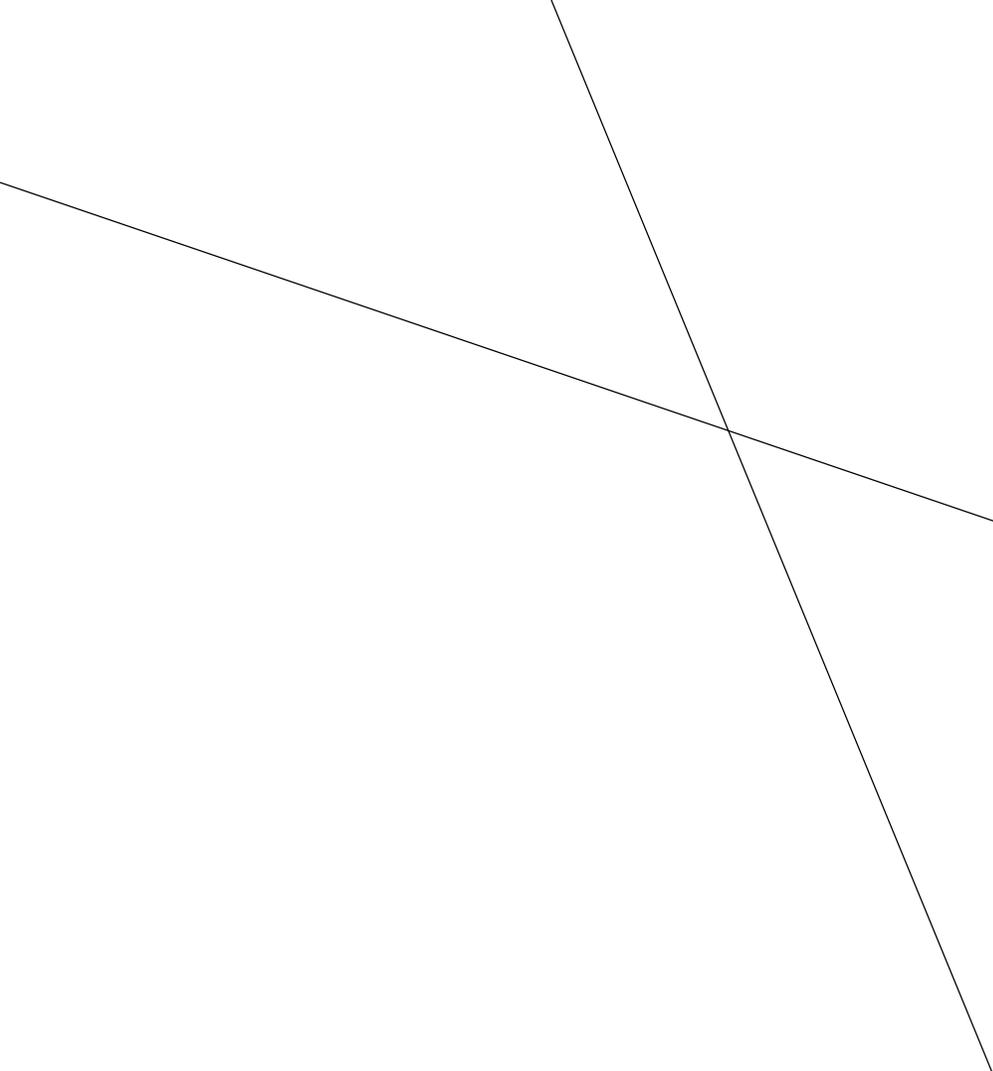




**THANK YOU, ANNIE
PETTIT!**



THE TALK



How many times have your clients asked for results ASAP? But you can't sacrifice quality to deliver the results faster. In this session we'll explore tips and tradeoffs to execute and deliver quality research studies.

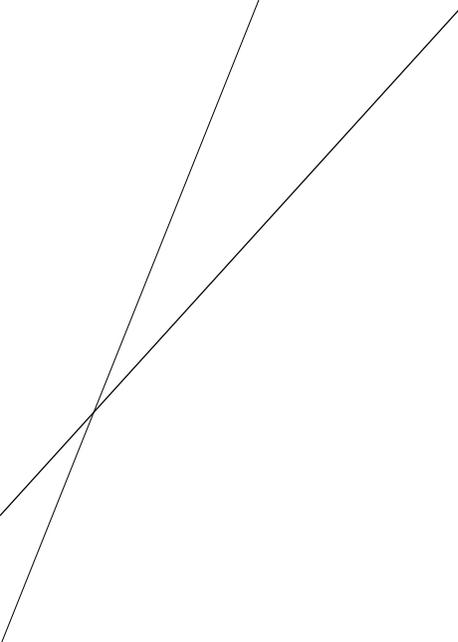
1 ————— Is there anyway you can deliver results in 2 weeks?

2 ————— I just want to do a focus group!

3 ————— We don't need those questions; I'm only concerned with these attributes.

4 ————— Can we skip [insert recommended methodology] and go straight to restaurant/stores/market?

SOUND FAMILIAR?



WHAT WE'RE UP AGAINST

BUDGET

Project Budgets
Research costs

TIME

Faster decision making
Speed to market

CAPACITY

Research Team Capacity
Facility availability
Project complexity
Scope Creep

WHAT CAN WE MANAGE

SCOPE

Ensure scope answers key business questions
Align to key stakeholders' priorities

APPROACH

Use phased approach to meet time and budget constraints
Advising stakeholders on tradeoffs of requested versus recommended approach

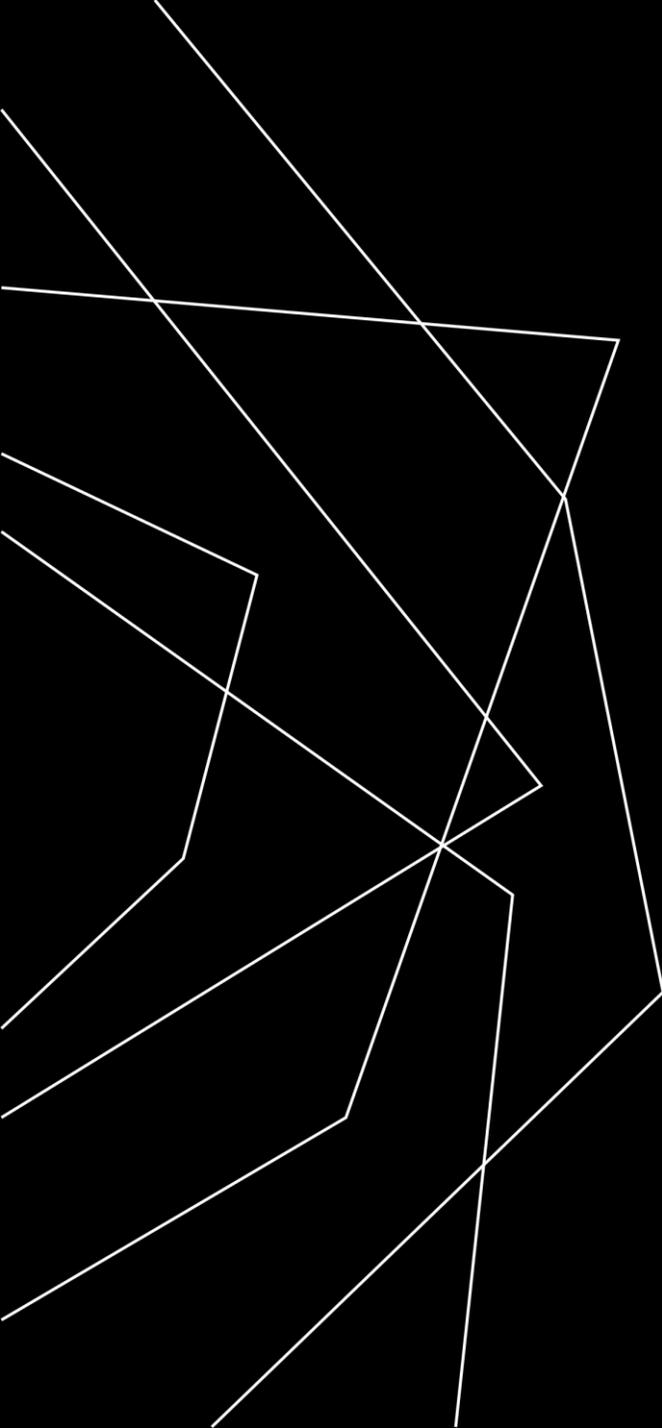
REPORTING

First Look
Prioritize analysis and reporting by target groups



**“SOMETIMES GOING FAST MEANS
GOING SLOW.”**

Dana Johnson



THANK YOU

Lauren Hill

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