Fast-paced Innovative Research

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Overview

- Meet the Presenters
- Let's Talk Frameworks
- Research Process Efficiency
- Prioritization Framework
- Mapping Hypotheses
- Q&A

Alanna Shipley

- Head of Audience Insights
- DoorDash
- Research pet peeves: Business partners sharing the research method they want instead of the questions they need/want answered

Jordan Hopson

- Lead Design Strategist
- BCG X
- Research pet peeves: Ethnos ≠ IDIs

Bonnie Chiurazzi

- Director of Market Insights
- Glassdoor
- Research pet peeves: A “stat sig sample” isn’t synonymous with a representative sample.

Research frameworks and processes add structure by limiting the focus to achievable and actionable outcomes and pointing the team toward the most appropriate research methodologies.

Research Process Efficiency

TYPICAL RESEARCH TIMELINE

Templates: Briefs | RFPs | Presentations | Toplines | Stimulus | SOWs | Screeners

Procurement Timing: Vendor Retainers | Vendor days | Early onboarding

Mix of DIY Tools: Short timing & specific audience | Short timing & general audience

Shared Team Research Hours: Break projects into common parts and enable different team members to work on different parts

Research Library/ Wiki/Slack: Enable and encourage exploration with team members

Choose Vendors that can be extended team members

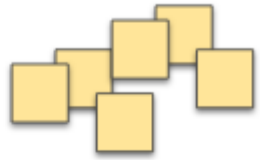
SHORTENED RESEARCH TIMELINE

Prioritization Framework

Step 1: Catalogue

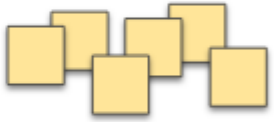
What Do We Know?

- Value Props
- Customer Needs
- Customer Frictions
- Goals



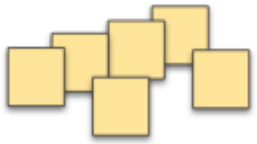
What Do We Assume?

- Value Props
- Customer Needs
- Customer Frictions
- Goals



What Do We Want To Know?

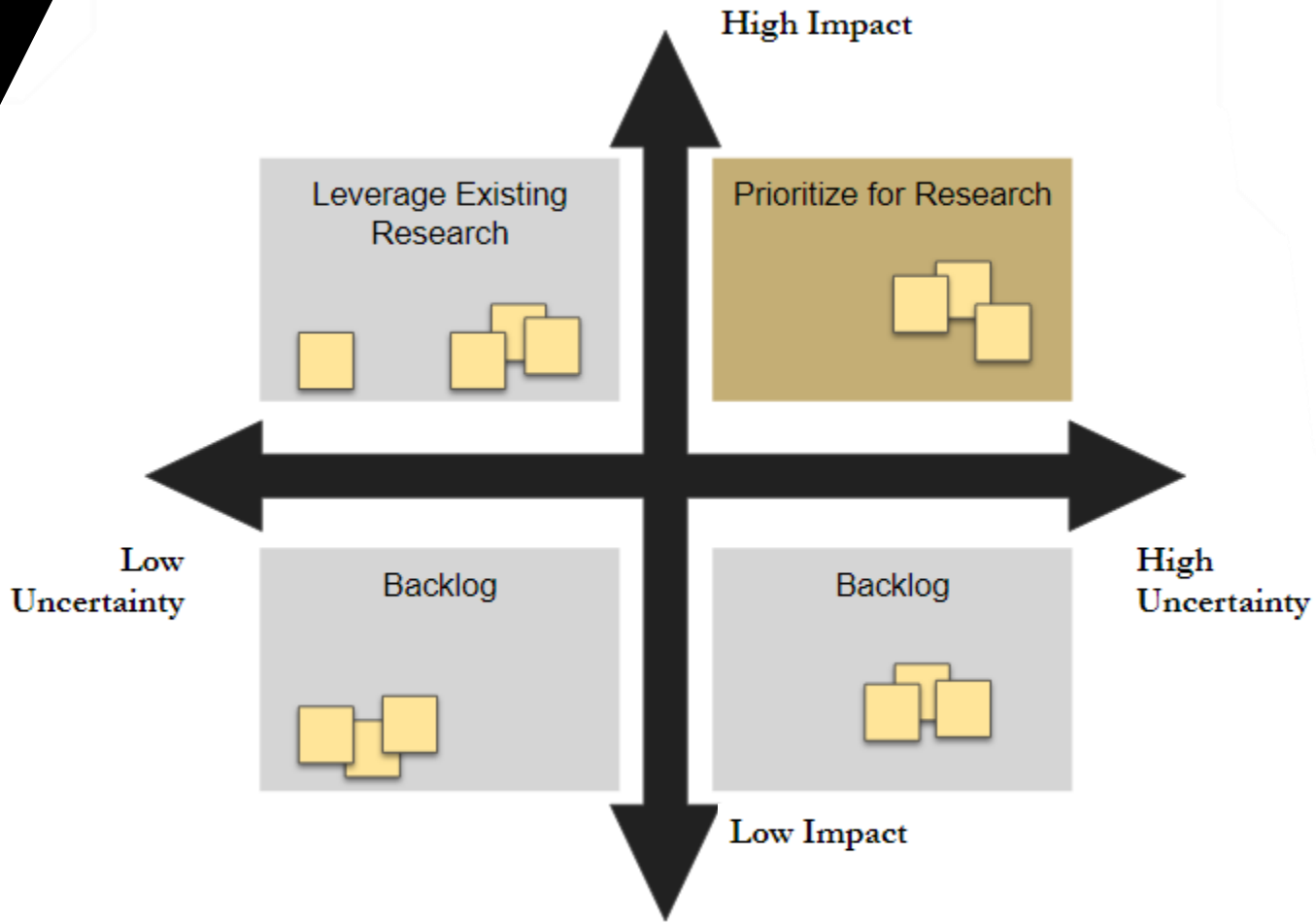
- Value Props
- Customer Needs
- Customer Frictions
- Goals



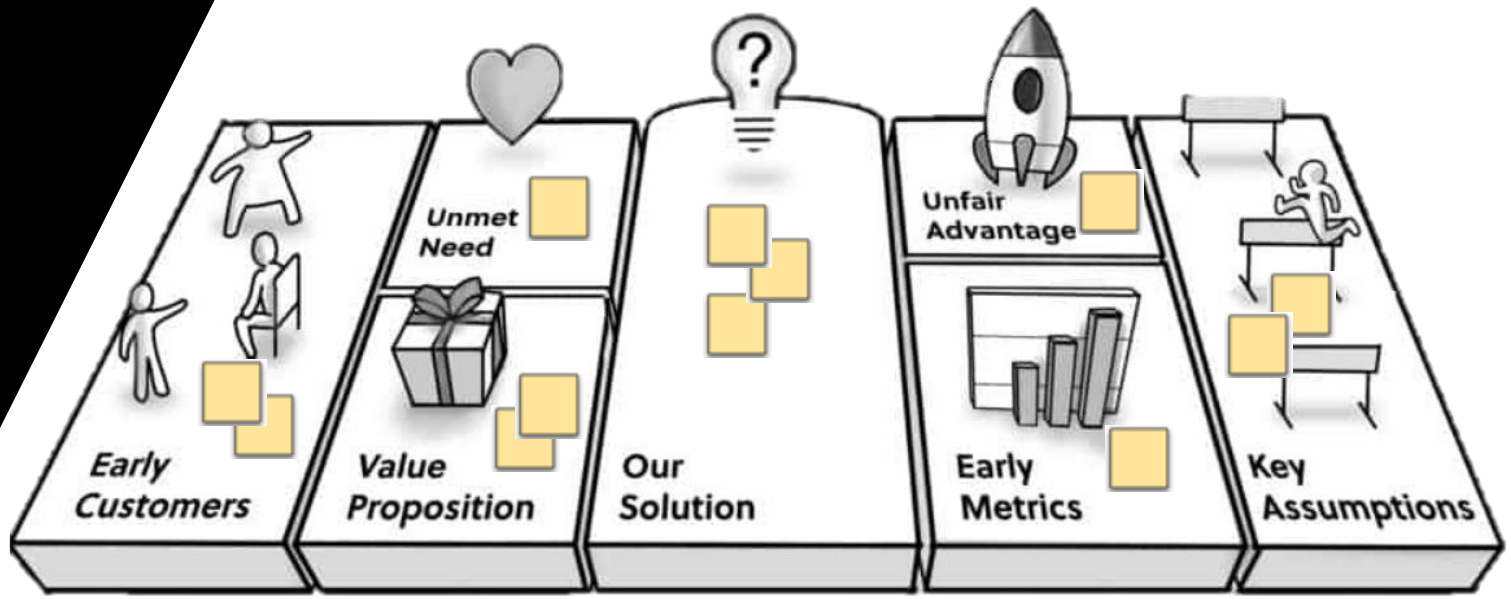
To Be Prioritized

Prioritization Framework

Step 2: Prioritize



Mapping Hypotheses



Q&A