

Un-Photo Shopped DIY

What Client-Side DIY
Research Looks Like



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Image: FunkyFocus from Pixabay

Instagram or Reality?

#17 It's Not Just Bodies And Faces That Get Tune-UPS On Instagram



annodomini



Report

www.boredpanda.com/instagram-vs-reality-fake-pics

#2 Kylie Jenner (Same Day On Instagram vs. On TV)



nokia621



Report

Our Situation

- Verizon Customer Marketplace Insights (CMI)
- The need
- Why do this?



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Image: FunkyFocus from Pixabay

Our Journey



Evolving DIY Research

Branded Panel

- Hard to recruit
- Only branded research
- Not representative

In House Agency Version 1

- Half FTE analyst
- Survey <10 min
- Design to simple results
- Prioritized delivery
- ~1 week turn
- **Full FTE manager needed!**

In House Agency Version 2

- FTE manager (ME!)
- Make it more!



Today's Structure



Expanded Services and Output

Consulting Advice



- 1 day
- Suggestions for design, surveys, analysis, insights

Fast Answer No Insights



- ~2-3 days
- Charts with titles
- Scorecard
- Excel tables
- Stat testing

Fast Answer Some Insights



- About 1-2 weeks
- Research approach
- PPT with insights
- Key findings
- Analytics, stat testing

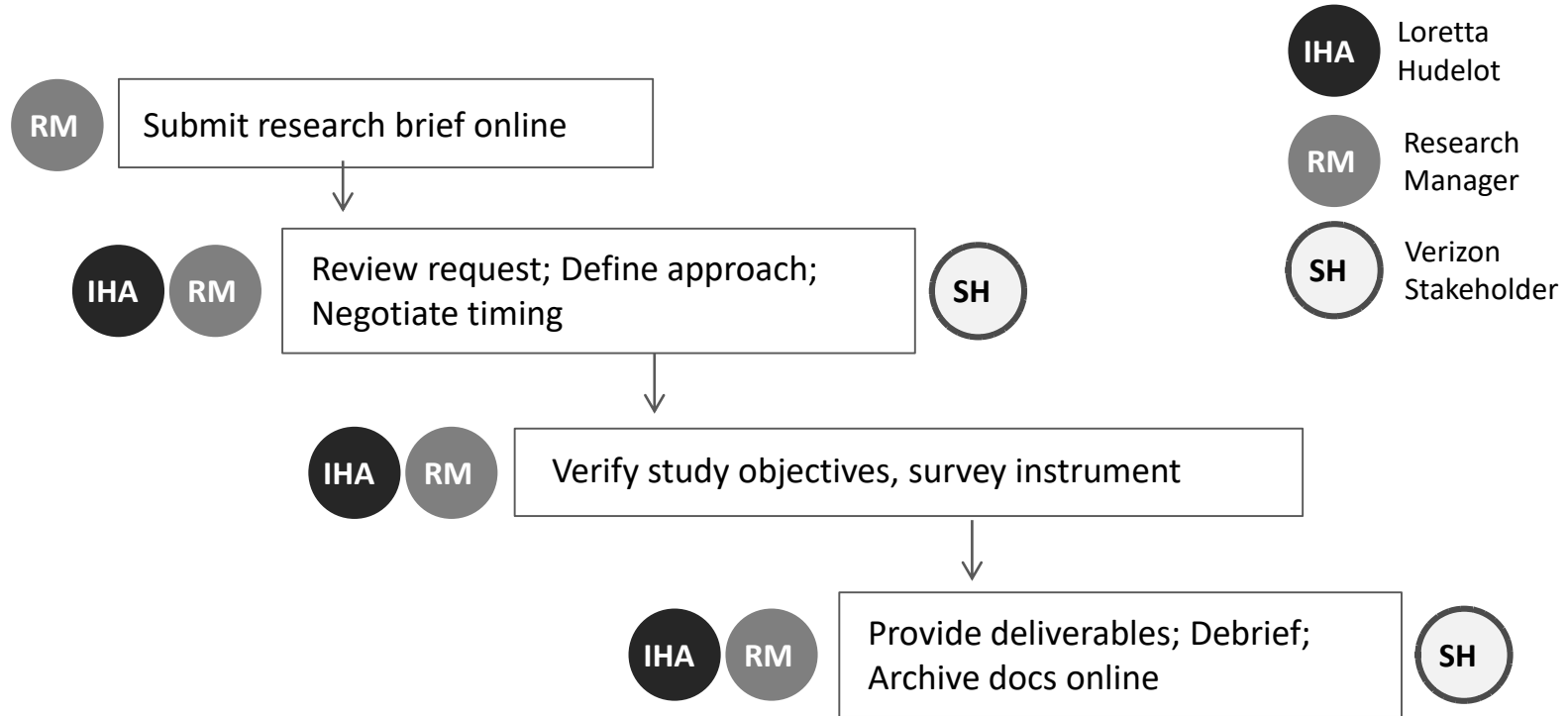
Speedy Answer Thoughtful Insights



- About 2-3 weeks
- More complex design
- PPT presentation
- Findings story-framed
- More analytics, stat testing

Consulting is quant and/or qualitative; Surveys are quant <10 min; All projects are prioritized

The Process



Tomorrow's Structure



Even More!

New Methodologies

- Advanced analytics
- Online qualitative
- Non-conscious
- Mobile in-the-moment

Increased Scale

- Study volume
- Deliverable speed
- Multiple suppliers

Broadened Panel

- B2B
- Media
- Sample controls



Tips for you



Be clear on the structure

Study Criteria



VZ EXAMPLE

Simple analysis
Requires a consumer sample
Survey is shorter than 10 min

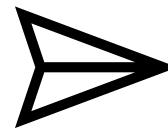
Prioritization



VZ EXAMPLE

1- Requests from senior leaders
2- Business-driven immediate needs
3- 1st come 1st served

Deliverables



VZ EXAMPLE

Questionnaire design, fielding, results
Deliverable about 1 week after request
Titles on slides, standard charts, 1-pg summary

Define Ways of Working



Questions?

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