QRCA
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QUIRKS 2024

DIGESTIBLE DATA: MAKING RESEARCH DELIVERABLES ACCESSIBLE AND UNDERSTANDABLE

Presenter: Maria Virobik, ResearchScribe

hello

I am not a graphic designer.

If you feel you are experiencing a graphic design emergency, please seek professional graphic design assistance immediately.

Reports are not presentations!

Presentations can be breezy, minimal and pithy

Reports have to do more

Information is important, but it isn't *everything*.

The best reports balance beauty and brains.

No, really. It’s science.

Formatting reports for human readers means paying attention to...

Readability

Visual appeal

How can you ensure readability?

- “Chunk” information
- Use columns
- Limit word count

“Chunk” information

for better comprehension and recall

Use columns

to give eyes a break

Keep an eye on word count

to keep text manageable

About the Research

Background

Acme Grocery Co. is developing a marketing program that will send personalized offers and information to shoppers via text message. The company wanted to gauge consumer interest in the idea and identify necessary refinements prior to launch.

Objectives

Specific research objectives included:

- Understand Acme customers' current text messaging usage and preferences
- Determine customer expectations for marketing text messages from Acme
- Identify the ideal messaging frequency and content

Methodology

A total of 6, 90-minute focus groups -- two in each of three cities -- were conducted in March, 2022:

- Portland, OR
- Atlanta, GA
- Denver, CO

Screening criteria

Each group was comprised of current Acme shoppers age 21-64 who have primary or shared responsibility for their household's grocery shopping.

All respondents are smartphone users who send and/or receive at least five text messages a day.

AFTER

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- Determine customer expectations for marketing text messages from Acme
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Screening Criteria

Groups were comprised of current Acme shoppers who fit the following specs:

- Ages 21-64
- Have primary or shared responsibility for household grocery shopping.
- Use a smartphone and send and/or receive at least five text messages a day

How can you boost visual appeal?

Visuals are an important part of an effective report

Capture attention

Get your point across

Explain ideas

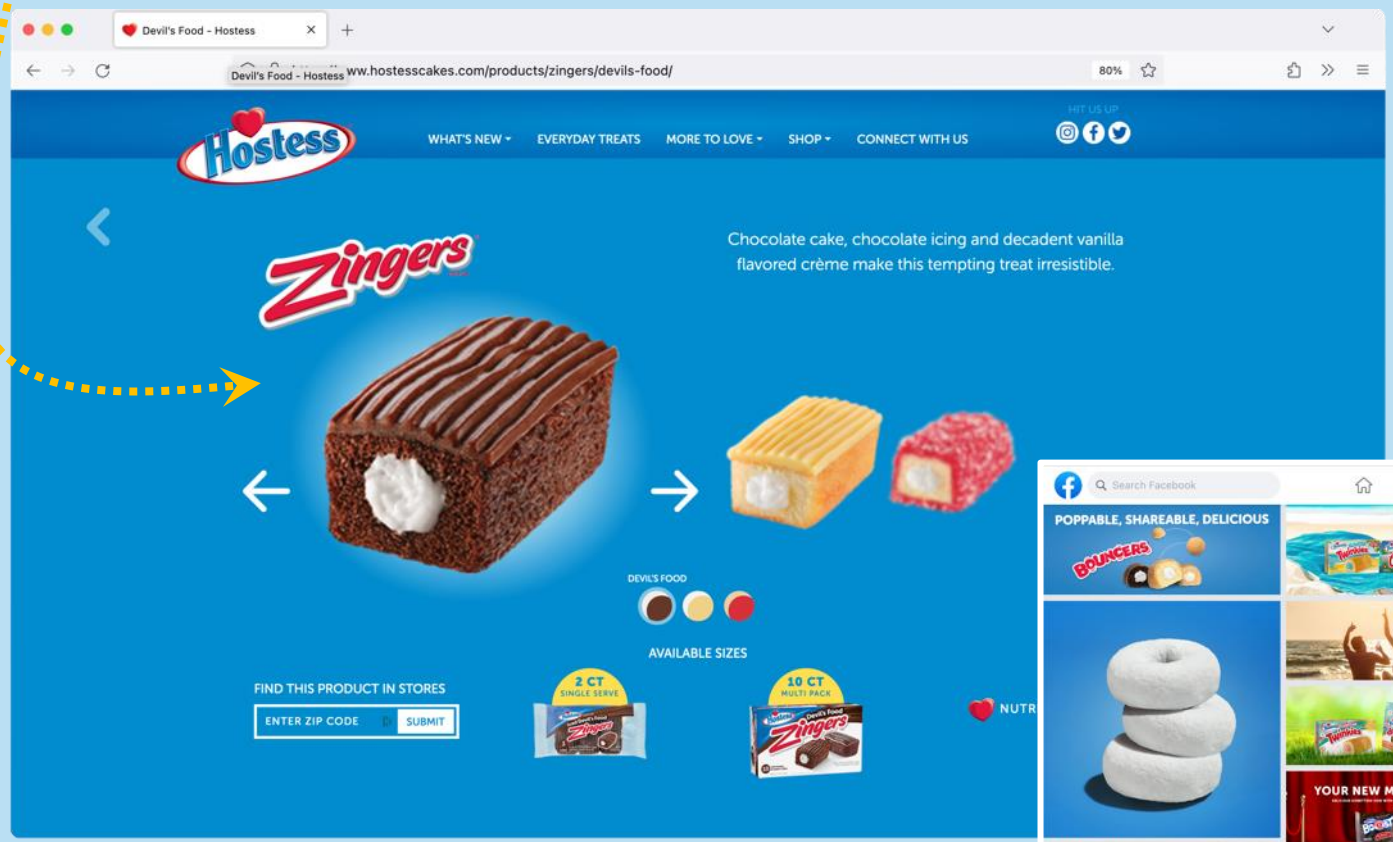
Make information "stickier"

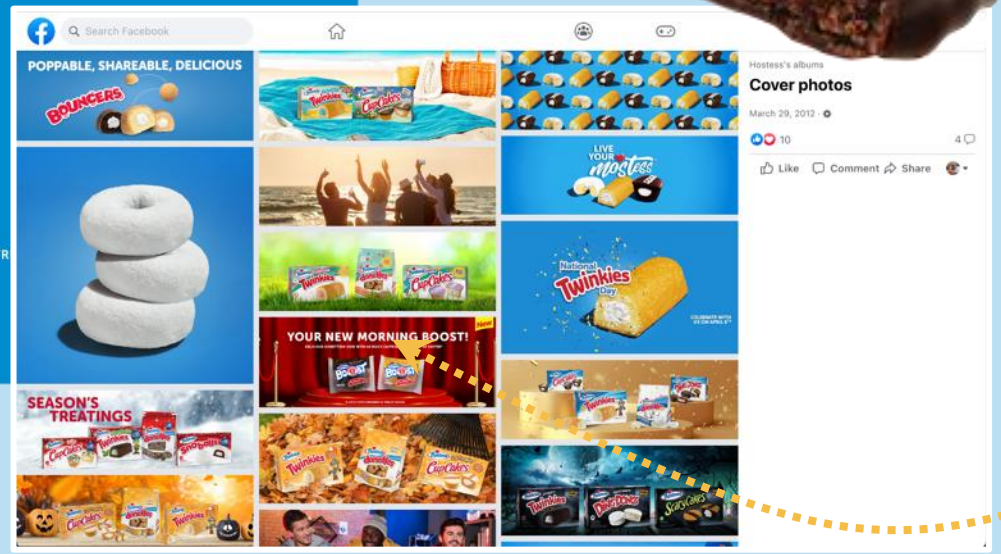
Show that you "get" it

Take design cues from the client's website and social media accounts

Hostess

Customize your report template using the colors, logo and fonts from the client or brand website





Product images can be used for inspiration or to add visual interest

Social media pages are another good resource for quality images

What makes the ideal snack cake?

Consumers say it must have the following:

- **Good taste.** Taste is the top consideration; if kids don't like the taste, snack cakes will go uneaten. While some adults admit to keeping a "secret stash" of more gourmet "adult" cakes, all agree that snack cakes purchased for family consumption must meet the "kid test."
- **Right combination of textures.** Consumers say the cake itself must be moist and not too crumbly, while the cream filling should be smooth and light.
- **Trusted brand.** Many look for a brand (or brands) they trust because they know they will deliver on quality and consistency.
- **Good price.** Shoppers often look for sales and coupons for their favorite brands, which makes it easier to fit these "nice to have" items into their grocery budget.

"If my kids won't eat them, cheap snack cakes aren't worth the price."

Portland Mom

"I won't buy an off-brand snack cake. I don't trust unknown brands."

Denver Shopper

AFTER

What makes the ideal snack cake?

Tastes good

Cakes for family consumption must pass “kid test”

Right combination of textures

Moist cake, not overly crumbly, light, smooth cream filling

Brand I trust

Trusted brands = quality and consistency

Good price

Brands offering frequent sales/coupons make it easier to fit non-essential treats into grocery budget

“I won’t buy an off-brand snack cake. I don’t trust unknown brands.”

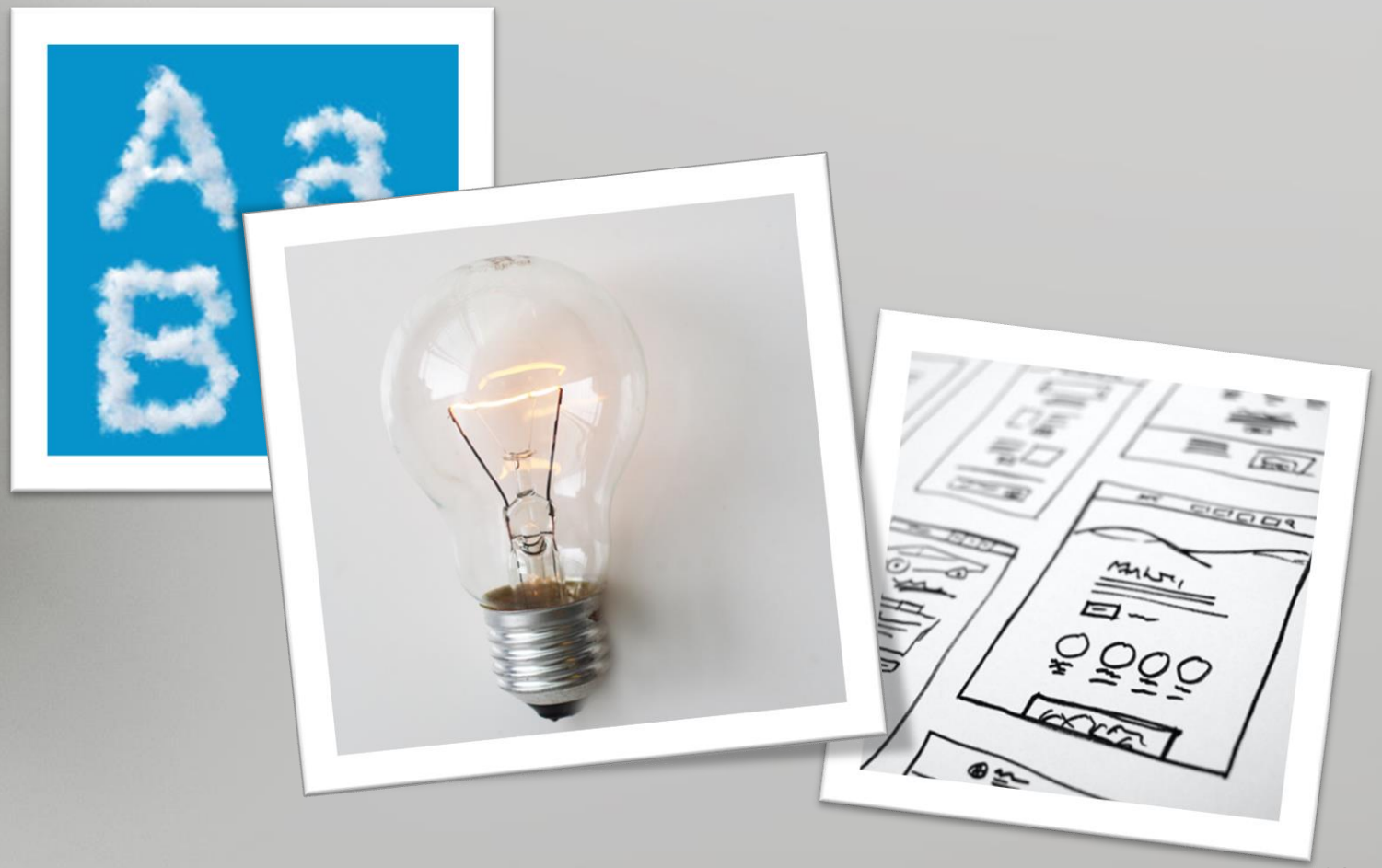
Denver Shopper

“If my kids won’t eat them, cheap snack cakes aren’t worth the price.”

Portland Mom

Think
beyond
stock
photography

Visual elements don’t have to be photos



Participants say the “ideal” cookie would have a variety of healthy ingredients

Desired components:

- All natural
- Organic ingredients (sugar, flour, butter)
- Low in fat and carbohydrates
- Fortified with necessary vitamins and minerals
- Added fiber
- Max 10-12 grams of sugar
- 100 calories or less
- 20-25 grams of protein

AFTER

Participants say the “ideal” cookie would have a variety of healthy ingredients

Recipe for **The “Ideal” Cookie**

Ingredients:

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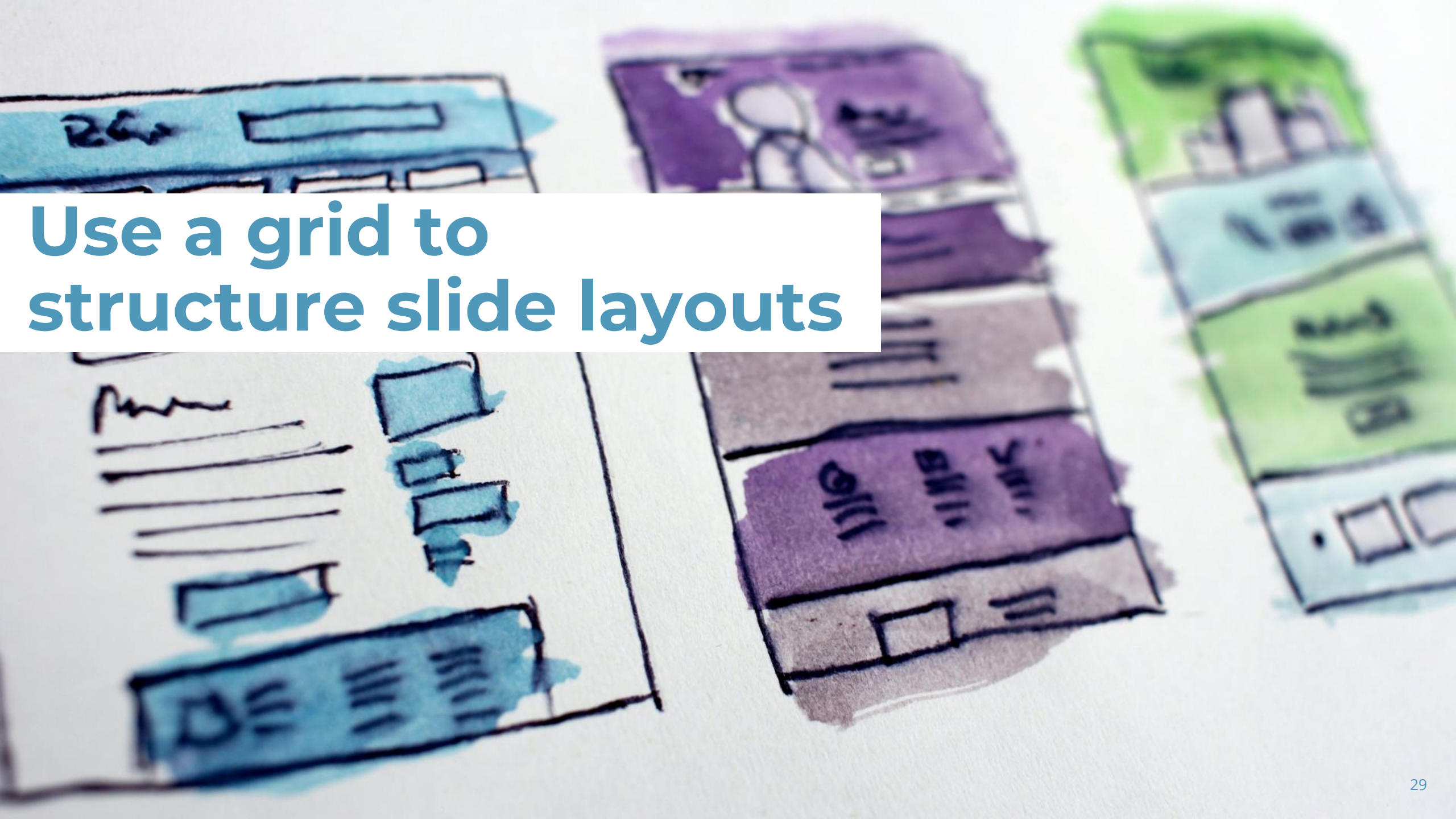
Keep your eyes peeled for inspiration

- Your own reports
- Reports written by others
- Appealing color combinations
- Photos
- Print ads
- Websites
- Magazine stories
- Everyday objects

Secret weapon for ensuring readability and visual appeal

Use a grid to structure slide layouts



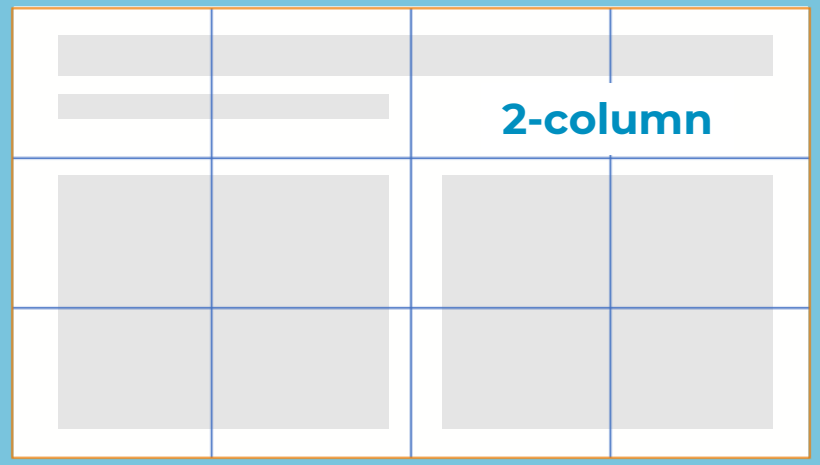
Keeps your content organized

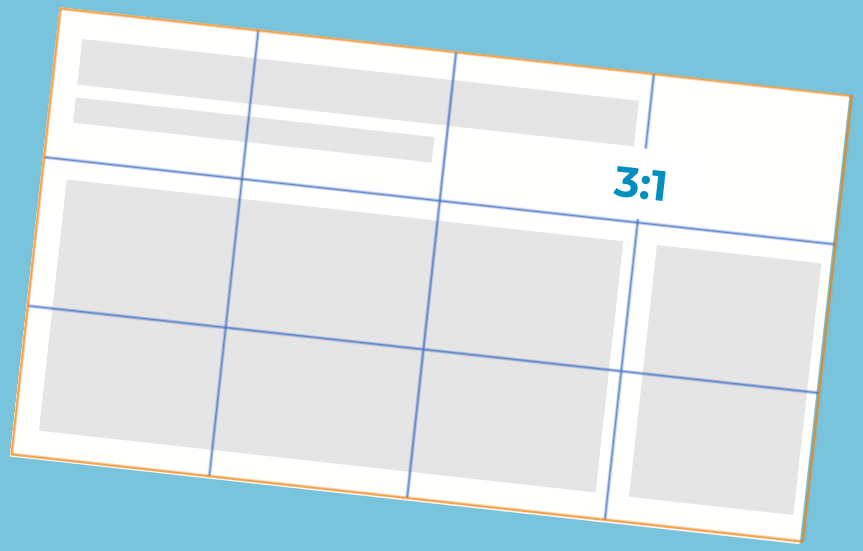
Prevents cluttered slides by making it easy to include white space

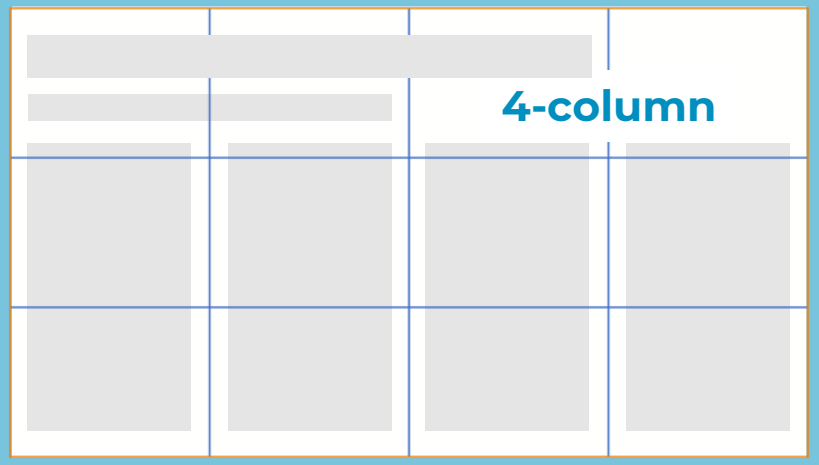
Grids establish a structure that carries throughout the entire document, ensuring cohesiveness and consistency

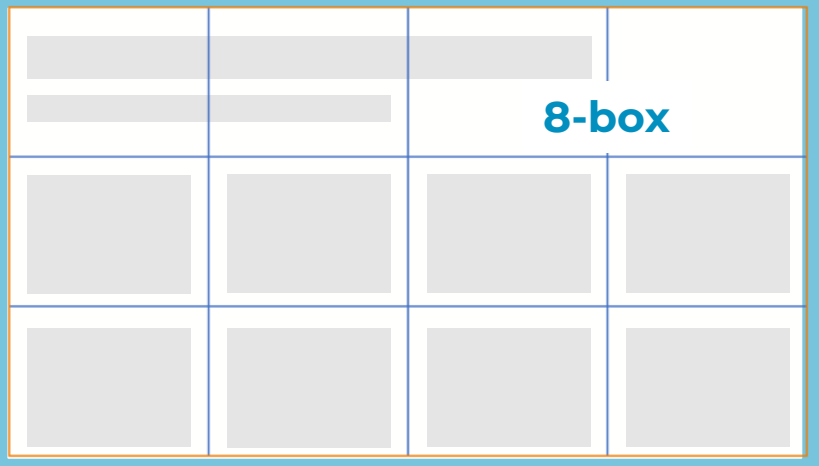
Speeds the design process

4x3 is a common grid size and can be configured in many ways









BEFORE

The “ideal” cookie includes a variety of healthy ingredients

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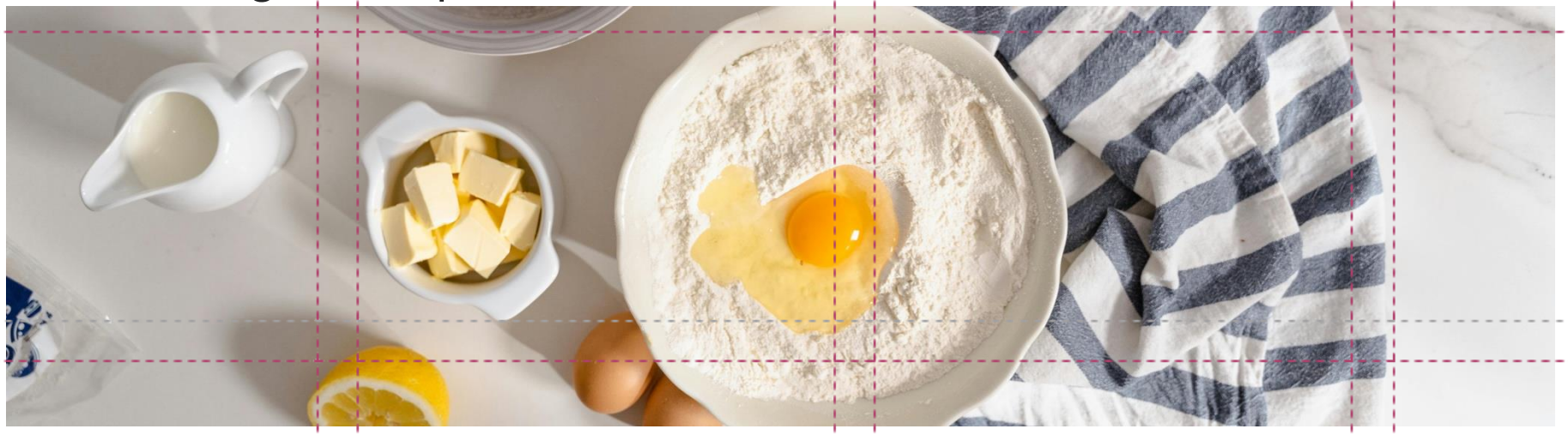

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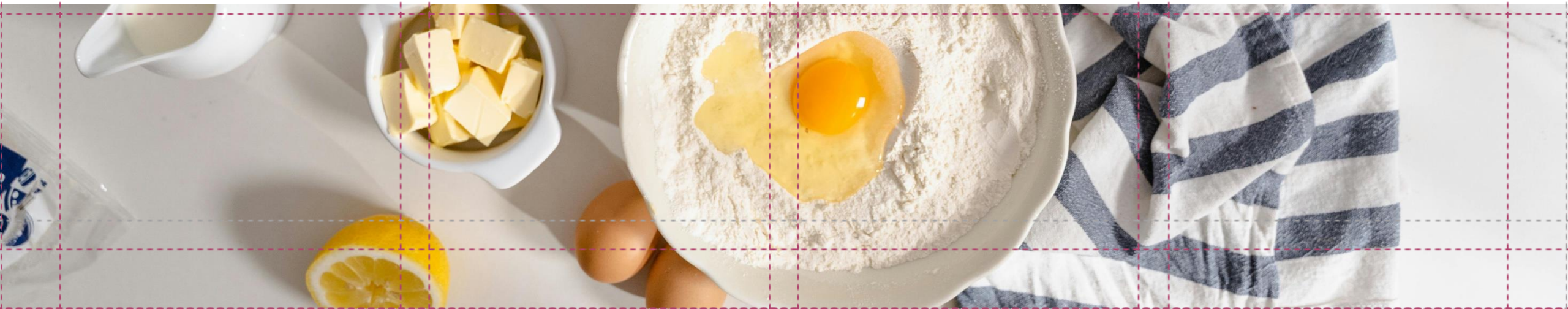

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Any
questions?

Maria Virobik ResearchScribe

maria@researchscribe.com

www.researchscribe.com

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