

## Primary Market Research Worksheet II: Execution

Make a new copy of this worksheet for each market segment you analyze.

1. Which profile are you engaging with: 4  
 How well does this person fit the profile: Works at FTC, IT-savvy  
 Type of engagement (e.g., interview, observation, test, immersion, other): phone interview
2. Your general script/framework for engagement (Guidance: open-ended → qualitative insights/hypotheses → [if appropriate] quantitative insights/hypotheses and data) (approximately 5 key items):
  - a. Tell me about the last time you attempted to access a web-based resource & found it to be unavailable; how did you proceed?
  - b. Do the sites you visit ever display “status” or “maintenance” information? Is the information available via a separate page, pop-up box, ...?
  - c. Do you use The Internet Archive’s Wayback Machine to access pages/sites that are no longer available?
  - d. O.K. to ask for references to others who might be able to offer an opinion (by way of 15 minutes for an interview)?
  - e. \_\_\_\_\_
3. What did you learn?
 Most recently encountered an unavailable resource due to certificate  
Received a city letter with link to an insufficiently-configured domain  
Has received notifications regarding maintenance from his credit union
4. What surprised you?
 Encounters more availability issues via mobile (e.g. restaurants on Caviar)  
- In response, checked Caviar Twitter feed & then desktop site (no notice!)  
Does not tend to check in advance for resource availability
5. Which hypotheses did you seem to confirm? How and why?
 Problem is rare (and certainly so in some comparative sense, e.g. early web)  
Mobile can be both adjunct & disjoint resource for availability determination  
Availability only a concern when resources discovered unavailable

**6. Which hypotheses did you seem to invalidate? How and why?**

Behavior subtly influenced by problem (e.g. check Twitter) - but not shaped.  
Familiarity with Wayback Machine doesn't differentiate expectations

**7. Which hypotheses were you unable to reach conclusions on? Why?**

Age-related factor for likelihood of encountering problem?

**8. What new questions were raised in this engagement?**

Does government employment influence expectations regarding the same?

**9. List of additional future candidates obtained from current candidate**

Name & contact info	Profile type	Why does the current candidate think we should engage with this person, plus any other info to build rapport

**10. What changes should I make for the next primary market research engagement?**

Profile changes: \_\_\_\_\_

Qualitative insights/hypotheses updated (could be more or less than 3):

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

**Quantitative insights/hypotheses updated (optional—only if appropriate and you are far enough along) (could be more or less than 3):**

- a. \_\_\_\_\_  
\_\_\_\_\_
- b. \_\_\_\_\_  
\_\_\_\_\_
- c. \_\_\_\_\_  
\_\_\_\_\_

**Script update:**

- a. \_\_\_\_\_  
\_\_\_\_\_
- b. \_\_\_\_\_  
\_\_\_\_\_
- c. \_\_\_\_\_  
\_\_\_\_\_
- d. \_\_\_\_\_  
\_\_\_\_\_

**II. Headline for this engagement:**

Evan @ FTC