

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: 3
 How well does this person fit the profile: Profile modeled on individual
 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?
Recent outage: (Tesla API) - discovered through smart home ‘downforme.com’/Comcast status pages come to mind
4. What surprised you?
Subjectivity mentioned... but in objective context regarding hosting “morbid curiosity” of seeing older versions of pages (“What were we thinking?”)
5. Which hypotheses did you seem to confirm? How and why?
Problem a bit more likely for those work with technology daily
Problem not a function of credentialing (Ryan has multiple certifications!)

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

Access to a corporate Intranet not necessarily a factor
Behavior (i.e. technology optimism) not affected by problem

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?

How does Internet of Things (IoT) affect a solution (more/less viable?)

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:

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