

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: 5 (EE Ph.D. & Hardware Engineer)
 How well does this person fit the profile: Well (more '5' than 1-4)
 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?
 Encountered 3 weeks ago (publishing issue); perceived as rare
No maintenance warning recently (bank site, pop-up + email)
No Internet Archive use.
4. What surprised you?
 Browser cache mentioned regarding last encounter.
Fault could be critical (e.g. banking access)
5. Which hypotheses did you seem to confirm? How and why?
 Has seen unavailable pages & maintenance warnings - but didn't deem them to be of particular attention (though bank availability is expected)

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

Lack of opportunity due to technical obviation was not suggested (may not expect his wife to encounter problems - but doesn't have any particularly strong feelings as an engineer regarding the problem)

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

Some additional information regarding geography - but still mostly temporal

8. What new questions were raised in this engagement?

Is the concern correct contextual/situational?

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
Maya	5	

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. _____

Problem is rare - but not non-existent

b. _____

Problem is not severe - but is critical in some cases (banking)

c. _____

Problem doesn't inform behavior (e.g. Internet Archive)

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:

Kaviraj from UM @ Cadence