

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: Was used to develop profile
 Type of engagement (e.g., interview, observation, test, immersion, other): phone-based 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?
 Interviewee mentioned that encountering the problem was rare; he does not anticipate his information search patterns changing & does not frequently use the Wayback Machine
4. What surprised you?
 The interviewee had encountered the problem recently (the day before) but does not encounter the problem frequently enough to merit attention.
5. Which hypotheses did you seem to confirm? How and why?
 Problem is rare (in contrast to years ago), problem is not disruptive (in contrast to years ago), & problem is not assumed generally.

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

Assumption would naturally be a conscious change of access patterns over time; no such change was suggested/observed by interviewee

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

Could the expectations reflect a geographic expectation? (no comparator)

8. What new questions were raised in this engagement?

Is lack of site availability a situational concern?

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. _____

Problem is increasingly rare - but not non-existent. (?)

b. _____

Problem is not severe (disruptive). (?)

c. _____

Problem is not assumed to shape behavioral patterns. (?)

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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