

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
 How well does this person fit the profile: Enterprise Professional
 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 unavailable resource in last week (corporate resource)
 - Recalls maintenance pop-ups from a financial resource recently
 - Mentioned sensitivity to A/B testing
4. What surprised you?
 - Has encountered browser-specific availability issues
 - Mentioned host updates & service availability notifications via electronic mail
 - Did not have experience with Internet Archive
5. Which hypotheses did you seem to confirm? How and why?
 - Problem is not non-existent (can recall recent occurrence)
 - Notification could be differentiated (e.g. based on service type)
 - Problem is not necessarily geographic (interviewee in Seattle)

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

Familiarity did not result in expected behavioral change (e.g. Wayback Machine)
Intranet v/s Internet not an assurance of reliable experience

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

Does an age factor contribute to likelihood?

8. What new questions were raised in this engagement?

Could problem familiarity be culturally delineated...?

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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