

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: Bio-Pharma IT, many companies!
 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?
 Network issues @ work (under construction); browser resets
Local (Intranet) application warns at start (via pop-up) regarding maintenance - can receive electronic mail notifications... but has them turned off
4. What surprised you?
 Doesn’t pre-emptively check status (already knows @ time of page access)
Not that interested in “look & feel” changes (doesn’t use/need Wayback)
5. Which hypotheses did you seem to confirm? How and why?
 Problem, while statistically less significant over time, is not non-existent
Problems encountered with respect to information infrastructure development
No correlation between construction & Wayback use *per se*

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

Concern is not necessarily geographic (Gaurav is located on East Coast)
 Concern is not Internet-specific (Has experience w/many Intranets!)
 Availability of maintenance information is not a solution *per se*

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

Is there an age-related factor convolved with the problem?

8. What new questions were raised in this engagement?

Should information regarding resource availability be policy-based (e.g. like a privacy or "contact us" policy) and thus collateralized?

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
Joy		

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:

Gaurav @ BioPharma IT (New Jersey)