

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: 2
 How well does this person fit the profile: Heavy mobile user, owns practice
 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?
 Page access issue frequent (mentioned need for new computer)
Would find a way to view older versions of pages useful
4. What surprised you?
 Uses mobile when desktop cannot access resources
Will use other means (e.g. fax) if needed
Has seen “maintenance warning” before
5. Which hypotheses did you seem to confirm? How and why?
 Problem can be more frequent even in cases of highly educated individuals

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

Less frequent use of information services/technology could lead to less familiarity with “critical” fault

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

Is the problem particular to certain geographies?

Is the problem more/less relevant to certain age demographics

8. What new questions were raised in this engagement?

What expectations are “bundled” for non-engineer populations (i.e. what is the risk of exposure to large shifts of architecture - and what is the impact to research collected from such a population?)

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
Peter		
Gilbert		

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:

Dr. Kelso via mobile phone