

WORKSHEET #3

WHO ARE WE INTERVIEWING AND HOW?

Estimated time: 1 - 2 hours

If there isn't enough research available for you to make any conclusion (or a specific-enough conclusion about your problem), you will want to interviewing people directly experiencing this problem in order to determine and articulate what the problem really is. Even if you have found research, **THIS WORKSHEET IS STILL NECESSARY AND REQUIRED**; this interviewing process may help you more fully narrow your focus to a very specific problem in a very specific location. Make sure you have WORKSHEET #1 and #2 ready to use (many of the questions posed there and information found will be useful in this research).

TARGET GROUP (broad group)	BENEFICIARY (specific members of the target group)	LOCATIO N (where could you find them?)	Names of people? (Contacts in the organization)	Contact Information (phone, email)	Interview date and time and location
First Nations Communities	Women (they make decisions about groceries)	Membertou Millbrook	Sam Johnson Tracy Kean	111-111-111 1samj@email.com 222-222-222 2	

REMAINING QUESTIONS - MISSING INFORMATION

AFTER COMPLETING THE LIST REQUESTED ABOVE, WERE THERE ANY GROUPS OR PEOPLE THAT YOU COULDN'T FIND? LIST THEM BELOW HERE TO REVIEW AT A LATER DATE WHILE RESEARCHING.

INTERVIEW QUESTIONS CHECKLIST - CHECK THESE TO MAKE SURE YOU'RE PREPARED

In order to answer these questions, make sure you've taken the Market Research course on SEI. Review your market research questions to strengthen the language and content by using the following checklist as a reminder (hint, you don't want to have these checked!):

Avoid:

- Open?
- Closed?
- Loaded?
- Leading?
- Jargon?
- Assumptions?
- Two-in-one?
- Double negative?
- Confusing?
- Wordy?
- Other?

You Want These Items!

- Only one possible answer?
- Scale is appropriate?
- Is it what you want to know?

Building a Strong Market Research Question
FAQ's

Q: Can the integrity of market research be called into question if it is done by an amateur like me?

A: Not at all. Be thoughtful and thorough in knowing what data you need, and then taking the time to craft questions that will get you the right answers. Do re-read and edit your questions multiple times before asking them.

Q: Which survey method is right for me? Online? Telephone? Paper? In-person?

A: This course really is designed to offer guidance on what constitutes a good market research question. However, the next logical question is how does one ask these questions.

However, here are some basic considerations to keep in mind when choosing a way to conduct market research:

1. Choose a method that suits your respondents. Choose the method that is easy, clear, quick, relevant and accessible to your target audience.
2. Don't always choose the cheapest option, but of course, you may be constrained by budget.
3. The web may seem quick and cheap, but response rates can be very low because it is perceived to be very impersonal, and it is difficult to prevent self-selection bias.
4. Telephone is very personal, but can be seen as intrusive, and it is VERY labour intensive (read: costly).
5. Paper surveys are practical, reasonably priced, but they have to be short, and very well crafted so as not to be difficult to complete. Moreover, if they are not completed in one sitting, it is very difficult to get them back from respondents who "take them home."

Q: How long should a survey be?

A: The answer depends on what you want to know, how and when you are asking, and who is responding. As a general rule, ask as few questions as possible to get the information you need. If you are going to write longer surveys, then consider adding some sort of incentive for the respondent (discounts on future purchases, a summary of findings, having their name entered into a draw...)

Q: I took this course because I wanted to learn more about marketing research, not market research. What is the difference, exactly?

A: These are two very different things.

Marketing research allows you to know the process(es) of how to most effectively promote to an audience

--VS--

Market Research allows you to know your audience better.

Market research informs what you do in your business, marketing research informs the tools you will use to build demand.

Put another way: Market research in your ice cream business will tell you what ice cream lovers crave about ice cream. These research findings will allow you to fashion recipes, consider suppliers, build a brand, and determine how to get your delish ice cream to retail stores.

Marketing research, by comparison, will provide you with knowledge about the best mechanisms--the promotional tools, the slogans, the right retail stores--to get your creamy delight into the hands of your customers.

Marketing research will tell you how best to convey what you've learned in your market research so that your customers want to buy your ice cream.

Marketing is the verb...the action of how to promote, present and sell. Market is the noun...the data required to design your business.

Q: *What is the risk of asking the wrong question?*

A: Truthfully, the world is unlikely to collapse if you ask a poor market research question. However, the resulting answers may not be very helpful to you (indeed, they could even be misleading) and the opportunity might be lost to get the actual information you want. It may cost you more money and/or time to then get the right data you require if your first set of data is weakened by poor questions.

Q: *Why is it so important to not use conversational language in market research questions?*

A: The problem with casual conversational questions is that they are not typically exact enough to get comparable data between respondents. If you ask only open questions, then the responses will be incredibly varied, as everyone will respond using conversational language. However, if you try to tabulate or summarize the responses from a survey of only open questions, you'll realize that you'll be comparing apples to oranges; this variety of language, tone, and comprehension will produce data that is very difficult to interpret in order to make informed business decisions. The more accurate, clear, succinct, consistent and considered your questions for all respondents, the more likely you'll get comparable, useful data.

Having said this, clear language does not need to be boring, nor does it need to lack humour or human components. A good facilitator understands that clear language doesn't have to be dull or robotic...your questions can still be very lively and interesting.

Q: *What about different languages? Should I translate my market research questions?*

A: Survey questions, as you now understand, have to be easily understood by respondents. If you are asking these questions of a person from a different ethnic, cultural or linguistic group, it is unlikely that a straight translation is appropriate. If you want comparable data from individuals speaking different languages, employ the services of a qualified translator/interpreter who can be sure to capture the clarity you have worked so hard to capture in your questions when translating them into another tongue. Context and nuance is important for comprehension across languages.

Q: *How do I know when I've asked enough questions?*

A: Arguably, one can never do too much research, but you can end up getting limited benefit from extensive, ongoing research. As a general rule, once you start to get recurring, mutually reinforcing information from different sources, you can assume that you have enough to start planning or operating your business. This may take one week, three weeks, or six months depending on the amount of time spent on the work, and the complexity of the problem you're approaching. If market research starts to take more than six months (it should never take more than a month), then findings might have to be reconfirmed (depending on the pace of change in that industry). Therefore, it is advisable to move from research to planning or launch as soon as practical.

Many people find that operating in the marketplace will provide much more comprehensive data than research; these same people often believe that it is better to launch sooner, even without full knowledge, and then iterate the business or product design as you go along. This methodology is sound, provided that you have time and possibly money to invest that you are willing to lose. Moreover, for iteration to work effectively, you must be able to adopt and adapt to new information learned directly from experience. This is a very popular strategy in rapidly changing industries (like high tech).

Admittedly, every entrepreneur must move from spending time in market research to spending time implementing and testing the effects of the actual market on the business.

Q: *How confidential is the data I've collected?*

A: You can determine how confidential you want the data to be; be sure to share your perspective and expectations with your respondents. Often, surveys and questionnaires are completed anonymously, which means that you can use individual data without identifying the actual person. More often than not, data is aggregated for comparison purposes, which prevents any privacy concerns. However, it may be prudent to ask any respondents to agree to release their responses to you for your specific purpose. That purpose may be internal (relatively private) or to share with an advertising agency or supplier (not so private).

The only absolute when it comes to privacy is to respect the wishes of your respondents. If they say keep the data private, you must respect those wishes. If you want latitude on how you may use the data, you must receive their permission in advance.

Q: *What is the role of secondary market research?*

A: Secondary research is done by searching for the data you are looking for in other sources, researched or aggregated by someone else. For example, there is research done by Statistics Canada, PRIZM™, Business Improvement Associations, municipal governments, and other agencies that can be very informative. Moreover, many reports, surveys, summaries and white papers are available online at little or no cost and can help to answer some of the questions related to your business needs. Secondary research can be time consuming, but can also be quite cost-effective. Don't be afraid to use your favorite search engine to see if you can find the data you need in someone else's research.