

Responsibility Assignment Matrix

WBS ID	Activity Task Name	Sourcing Associate	Fieldwork Associates	Data Processing Associates	IT Associate	Research Analyst	Project Manager	Research Director
1.1	RFQ to Sourcing Team	C				I	R	A
1.2	Review Quotes and Sample	C				I	R	A
2.1	Detailed Execution Plan	I	C	C	C	C	R	A
2.2	Fieldwork Agency Choice and Cost	C	I	I	I	I	R	A
2.3	Questionnaire Preparation	I	I	C	I	C	R	A
2.4	Fieldwork guidelines and other material preparation	I	R	C		C	A	I
3.1	Launch Fieldwork	I	R	I	I	I	A	I
3.2	Fieldwork monitoring		R	I		I	A	I
3.3	Data Processing preparation, car feature & spec check, cleaning, segment recode		C	R		I	A	I
3.4	Test data analysis		C	C	I	R	A	I
3.5	Analysis plan		I	I		R	A	I
3.6	Reporting Template finalization				I	R	A	C
3.7	Client deliverable platform design				R	I	A	C
3.8	Fieldwork Close		R			I	A	C
4.1	Finalization of data		C	R			A	I
4.2	Analysis and reporting		I	I	I	R	A	C
4.3	Press Release	I	I	I	I	C	R	A
4.4	Executive Summary and Management Presentation		I	I	I	R	A	C