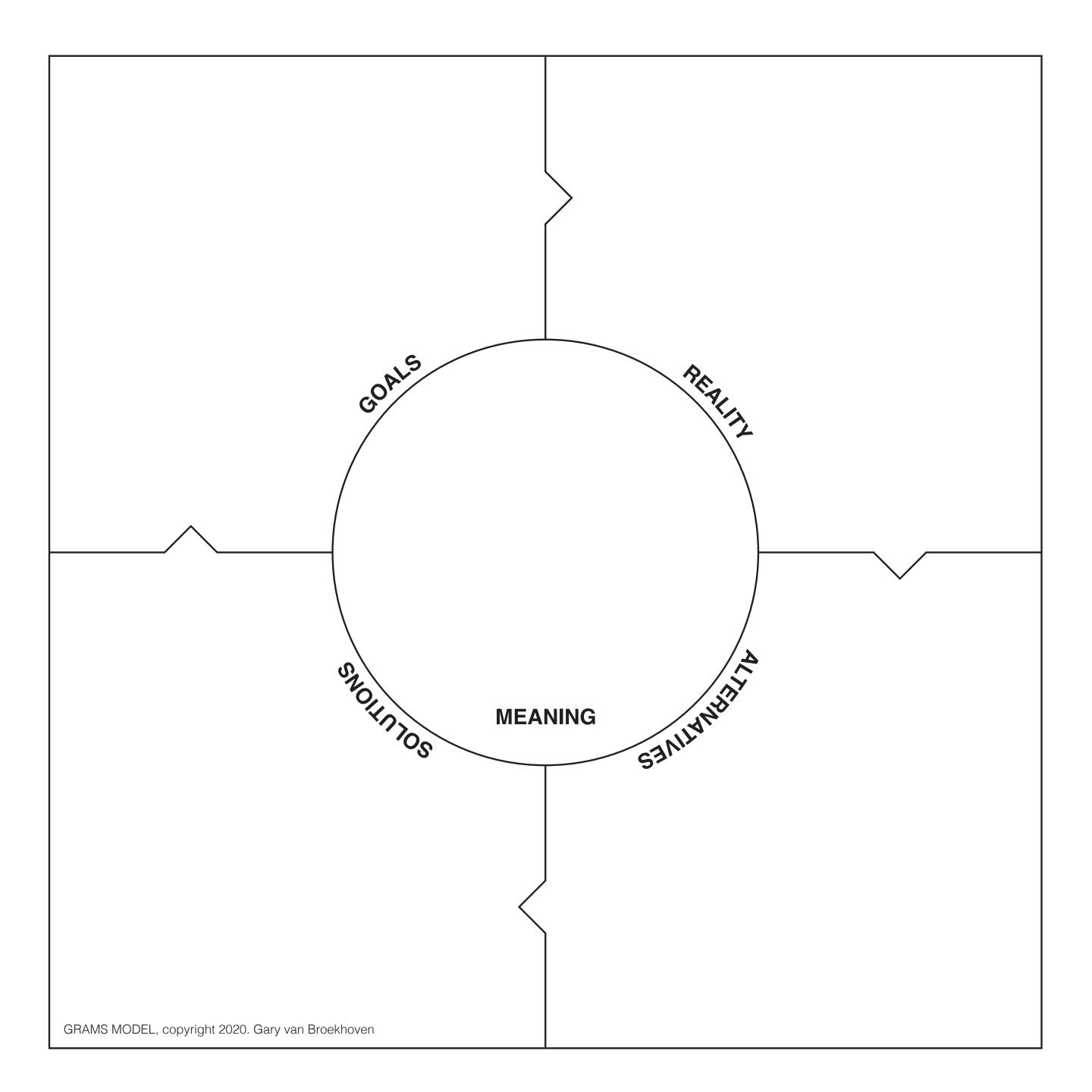
GRAMS

Qualitative research method for finding insights: Overview

GRAMS



GRAMS

END STATE PRESENT DAY What is their objective/ end state goal? How do you currently acheive this goal or objective? What are they REALLY trying to do? Can you show me how you do it? As you dig deeper you will discover more motives/reasons behind their goals. Frequency, how often? **Activities,** what steps do you take? **Time,** How long does each part of experience take? **Intensity,** How would you describe the experience? What are the negative points in the experience? (Should have enough detail to build a Customer Journey Map). Why is this goal so important to them? The big WHY What do you gain by acheiving this goal? What would you lose if you don't acheive this goal? **MEANING** WHAT HURDLES NEED SOLUTIONS PAST AND FUTURE How did you acheive this goal before? What are the top 3 painpoints/ challenges etc. Have you tried other services, if so, what that you think need solving and in what order? And by solving these problems, how would it help you made you change? achieve your goal? Have you considered trying another service?

(Can be extended to an "order of priorities").

How else could you achieve this goal?

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"It's not what they drive that counts but what drives them." Gary van Broekhoven