




**Objective:** To collect data to inform on market analyses, competitive landscape analyses, market entry, and other common business problems

Primary research methods can use both qualitative and quantitative methods to generate and test hypotheses, uncover new phenomena, and quantify impact. Conduct qualitative research to deepen understanding of a topic. Conduct quantitative research to test hypotheses.

Primary research consists of **interviews** as well as **surveys and questionnaires**. In primary research, it is often necessary to **contact 10x the number of people desired** to complete the research portion as a response rate of 10% is typical.

	Format	Best Practices	Challenges
<b>Interviews</b> Case Studies Focus Groups	<p>Interviews are typically conducted with two people: one person to lead the conversation, one person to take notes and record (with the respondent's consent)</p> 	<ul style="list-style-type: none"> <li>• Conduct interviews in professional manners (dress appropriately, sound confident and respectful)</li> <li>• Prepare questions ahead of time that consider a respondent's expertise and limitations</li> </ul> 	<ul style="list-style-type: none"> <li>• Limited by the respondent's understanding of their needs, motives, and behavior</li> <li>• Logistical issues (time difference, <b>non-responsiveness</b>)</li> <li>• Low throughput data collection method</li> <li>• Interpersonal challenges (extracting relevant and/or confidential information)</li> </ul>
<b>Online Survey</b>	<p>miLEAD often uses online survey platforms like Google forms</p> 	<ul style="list-style-type: none"> <li>• <b>Start survey research early</b></li> <li>• Target the survey to an audience that can provide key insights; be deliberate about utilizing company websites, conference material, and LinkedIn</li> <li>• Minimize burdensome open-ended questions</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Low and slow response rates</b></li> <li>• Developing question formats that provide the greatest amount of insight into a problem is difficult</li> </ul>

## Conveying findings to clients is crucial in meetings and deliverables.

1. Carefully sift through data to find relevant information based on the client's needs and motivations.
2. When using tables to display (survey) information, walk the client through verbally to convey key findings.
3. Quotes from interviews or word clouds from short answer responses can emphasize key points in findings.