

Slide 1: Bio Slide

Narrative:

“Welcome, everyone, to today’s workshop on guerrilla research methods. My name is xxx, and today we’re going to dive into research methods that are fast, low-cost, and capable of delivering real-world insights quickly. These techniques will empower you to make informed decisions even in dynamic and uncertain environments.”

Slide 2: Title Slide

Narrative:

“We’ll start with a quick introduction to guerrilla research methods and the design thinking principles that support them. The focus here is on low-cost, iterative research techniques that quickly provide insights. The goal is to inform decision-making in dynamic business environments. Think of guerrilla research as your toolkit for navigating the unknown and gaining real-world insights fast. Let’s begin by walking through the agenda.”

Slide 3: Workshop Agenda

Narrative:

“Our agenda today will cover everything from design thinking research principles to user-centered research in B2B startups. We’ll explore empathy in customer discovery, dive into the research toolbox, and walk through how to gather, analyze, and act on research insights. The workshop will end with a reflection session, where we’ll consolidate what we’ve learned and apply it to your real-world scenarios. Let’s jump right into it.”

Slide 4: Learning Outcomes

Narrative:

“By the end of this workshop, you’ll be able to explain key guerrilla research methods and their application in a B2B context. You’ll also be able to apply iterative design thinking tools to solve complex business problems and conduct user-centered research. Finally, you’ll learn how to evaluate research findings critically, aligning them with business goals to determine whether to iterate or pivot. These objectives are central to developing a strategic research mindset.”

Slide 5: Hoshin Plan

Narrative:

"Everything we will unpack today is constructively aligned to a Hoshin Plan, Or "Hoshin Kare". Which is literally translates from Japanese as "*Policy*" and "*Management*".

Slide 6: Problem Statement

Narrative:

"The problem we're addressing today is how we can integrate guerrilla research methods into strategic planning. This is about making Hoshin Kanri—a methodology for aligning strategy across a company—more agile and responsive to dynamic market conditions. By incorporating fast, low-cost research, we can ensure that the strategic decisions are rooted in real-world insights, making the business more adaptive to change."

Slide 7: 2 Pillars of Transformation

Narrative:

"Transformation in any organization can be broken down into two pillars: performance and health. While performance focuses on meeting goals and hitting targets, health ensures that the organization is adaptive and resilient over time. Guerrilla research is a tool that can impact both pillars by providing actionable insights that improve performance and ensure that your strategy remains relevant and responsive."

Slide 8: 2 Pillars of Transformation

Narrative:

"Aligned to these pillars are what we can expect from integrating Guerilla Research Methods into the organization."

Slide 9: 'Faster Horse' Quote

Narrative:

"One of the most famous sayings in innovation is that if Henry Ford had asked people what they wanted, they would have said 'a faster horse.' This highlights the limits of relying solely on customer feedback for innovation. Sometimes, customers aren't aware of the possibilities outside of their current experiences, which is why we need to balance empathy with imagination. Guerrilla research helps bridge that gap by combining user insights with creative exploration."

Slide 10: ‘People Don’t Know What They Want’

Narrative:

“Steve Jobs famously said that people don’t always know what they want until you show it to them. This is especially relevant in research where users might not articulate their needs clearly, or they might not realize what’s possible. Our job is to dig deeper—to uncover the latent needs and desires that they may not be able to express explicitly. This is where guerrilla research can help us find those hidden insights. This quote was originally from an interview for a BusinessWeek article in 1997. “You can’t just ask customers what they want and try to give it to them”. iPhone was first released in 2007.”

Slide 11: ‘Start with the Customer Experience’

Narrative:

“While Steve Jobs didn’t always conduct traditional research, he emphasized starting with the customer experience and working backwards to the technology. He said this at the WWDC 1997. It’s a myth that Steve Jobs hated user research, along with many other Apple myths. This is a critical lesson for us. We don’t need to ask customers for technological solutions—they might not know them—but we do need to deeply understand their experiences and challenges. With guerrilla research, we’re able to start from that understanding and build solutions that truly resonate.”

Slide 12: Design Thinking Research Principles

Narrative:

“Now, let’s dive into design thinking. In a research context, design thinking is about adopting a structured yet creative approach to gather insights. It’s user-centered, iterative, collaborative, and experimental. In B2B startups, this mindset helps align research methods with business goals, ensuring that the insights we gather are both meaningful and actionable. Throughout this workshop, we’ll continuously return to these principles.”

Slide 13: Overview of Design Thinking

Narrative:

“Design thinking focuses on four core pillars: being user-centered, iterative, collaborative, and experimental. It’s all about putting the user at the heart of the problem-solving process. This approach allows us to create solutions that are not only innovative but also deeply relevant to user needs. The iterative process ensures that we are constantly refining and improving our ideas through feedback, while collaboration brings in diverse perspectives, helping us challenge assumptions and explore new possibilities.”

Slide 14: Design Thinking in a Research Context

Narrative:

“When we apply design thinking in a research context, we use a structured creative approach to gather insights from users and stakeholders. This allows us to understand complex problems from their perspective. While this method can produce meaningful outcomes, there are also challenges like managing time, ensuring clarity, and avoiding information overload. In guerrilla research, we’ll balance these factors by focusing on quick and actionable insights.”

Slide 15: Design Thinking Pros and Cons

Narrative:

“Design thinking comes with its own set of strengths and challenges. The user-centered approach ensures meaningful outcomes, but it can be time-consuming. The iterative process encourages adaptability, but it may increase cost and time. Collaborating across disciplines enriches insights, but large teams can sometimes slow decision-making. Finally, rapid prototyping helps gather early feedback, but it can oversimplify more complex problems. We’ll need to navigate these trade-offs as we apply design thinking to our research. One of the major concerns with design thinking, particularly for early-stage companies, is its resource-intensive nature. It requires time, budget, and manpower, especially during the empathy and prototyping stages. Measuring success can also be tricky because it’s not always tied to clear metrics. Additionally, some organizational cultures might find the open-ended, exploratory approach of design thinking challenging. For guerrilla research, we need to find ways to make design thinking feasible and scalable even with limited resources.”

Slide 16: Principles of the Law of Innovation Diffusion

Narrative:

“Now, let’s talk about the Law of Innovation Diffusion. This model shows how different groups adopt innovations, starting with the innovators and early adopters. These are your extreme users—the ones who are willing to take risks and try new things. When launching a product or service, we focus on these users first because they are more likely to embrace and champion new ideas. Their feedback is invaluable, helping us refine and iterate quickly before moving to the majority who need more convincing. The extreme users set the foundation for wider adoption, so understanding and targeting them is crucial.”

Slide 17: Bias Towards Action

Narrative:

“When conducting user-centered research in a B2B setting, it’s important to have a bias towards action. This means not just collecting insights but quickly acting on

them—whether that’s addressing complex customer needs or driving iterative improvements in your product. By focusing on action, you minimize waste, shorten sales cycles, and create competitive differentiation. The goal is to make your product more agile and adaptable, responding effectively to real-world customer challenges.”

Slide 18: Aligning Research Methods with Business Goals

Narrative:

“One of the critical challenges in research is ensuring that your efforts align with the company’s business goals. Whether you’re looking to increase market share, improve customer retention, or launch a new product, your research methods should be chosen with these objectives in mind. For instance, if the goal is to reduce churn, usability testing might focus on friction points in the customer journey. It’s about aligning metrics with business KPIs and focusing research on areas with the highest potential business impact.”

Slide 19: Example of Aligning Research with Business Goals

Narrative:

“Let’s take an example of a B2B startup aiming to improve customer onboarding. The business goal is to reduce churn. To achieve this, the research method might include user interviews with newly onboarded customers, customer journey mapping, and usability testing of the onboarding process. The insights gathered through these research methods will help identify pain points and inefficiencies that directly impact customer retention. This is how research can support strategic business decisions.”

Slide 21: Research methods

Narrative:

“We will focus mainly on qualitative research today but to give you context of quantitative data beyond surveys and A/B testing, **Longitudinal Studies:**

Studies that collect data from the same participants over an extended period of time to track changes and trends. **Panel Studies:** Data collected from a pre-recruited group of respondents over time, often used for tracking brand perceptions, product usage, or market trends. **Conjoint Analysis:**

A survey-based statistical technique used to determine how people value different features of a product or service. **Descriptive Statistics:**

The use of summary measures like means, medians, and frequencies to describe and present data in a clear, easily understandable manner. **Regression Analysis:**

A statistical method used to examine the relationship between variables, often to predict outcomes or assess the strength of associations. **Market Segmentation**

Studies: Quantitative methods used to group consumers into segments based on shared characteristics or behaviours, helping businesses tailor products and services to different groups. **Cluster Sampling and Random Sampling:**

Sampling techniques used to ensure that the sample represents the population accurately, allowing for generalization of the findings.”

Slide 22: Differences Between B2B and B2C Research

Narrative:

“There are significant differences between B2B and B2C research. In B2B, the target user is a business, meaning the purchasing decision is usually a rational, multi-step process with multiple stakeholders. In contrast, B2C is often more emotional and driven by individual preferences. The B2B buying cycle is longer and relationship-focused, while B2C tends to be more transactional. As we dive into guerrilla research, it’s crucial to understand these differences and how they influence the research methods we choose. In B2B research, we target businesses, which means understanding their rational decision-making process, involving multiple stakeholders, and focusing on long-term relationships. Meanwhile, B2C research is typically more focused on individuals and emotional drivers. B2B purchasing decisions take longer, are more relationship-driven, and require a deep understanding of ROI and efficiency. This means our research needs to capture both the complexity and the specific business needs of our target.”

Slide 23: Why Research is Crucial for B2B Startups

Narrative:

“Research is critical for B2B startups because it reduces risk and informs strategy development. Unlike B2C, where customer needs can be more straightforward, B2B customers have complex, multi-layered challenges. By conducting thorough research, we can gain insights into decision-making processes, uncover operational pain points, and tailor our products to meet the real needs of businesses. This leads to better product-market fit, stronger customer relationships, and long-term business growth.”

Slide 24: Case Studies – Nektar.ai

Narrative:

“Let’s look at some case studies. First, we have Nektar.ai, a SaaS startup that used lean research to refine its product-market fit in the B2B sales space. By continuously iterating based on feedback from users in different international markets, they were able to adapt their solutions to diverse client needs. This constant loop of user feedback and iteration allowed them to stay agile and responsive, particularly in the fast-evolving Southeast Asian market.”

Slide 25: Case Studies – Mimosatek

Narrative:

“Mimosatek is an agritech startup that implemented lean research by piloting its IoT solutions with small-scale farmers. They adopted a constant experimentation and feedback loop, which helped them adjust their product to suit local farming practices. This iterative approach significantly boosted productivity for farmers, enabling the company to grow and gain traction. It’s a great example of how guerrilla research can lead to practical, impactful solutions, especially in industries that require customization and local adaptation.”

Slide 26: Case Studies – Prive Technologies

Narrative:

“Prive Technologies, a financial services platform, used lean research methods to fine-tune its fintech solutions. Through continuous engagement with early adopters, they were able to drive rapid customer acquisition and international growth. What’s notable here is their use of lean experimentation to quickly pivot and improve their offerings based on real-time feedback from users. This allowed them to maintain an agile approach while scaling across different regions.”

Slide 27: Case Studies – Lapasar

Narrative:

“Lapasar, an online wholesale platform, scaled its revenue rapidly by using lean customer-focused research methods and strategic partnerships with major corporates. Supported by accelerator programs, they leveraged guerrilla research to gather early feedback and iterate quickly. This approach not only helped them scale but also established strong relationships with key business clients, proving how guerrilla research can play a critical role in building a startup’s foundation.”

Slide 29: Empathy

Narrative:

“Empathy allows us to deeply connect with the emotions and experiences of our users. It’s not just about solving problems—it’s about understanding how users feel, what motivates them, and what they find challenging. In B2B, empathy helps us build stronger relationships by showing that we care about more than just transactions. Think about the last time you worked with a client: how did empathy change the way you approached the solution?”

Slide 30: What is Customer Discovery?

Narrative:

“Customer discovery is the process of engaging with users to uncover their core needs, behaviors, and pain points. This helps us build solutions that truly align with their real-world problems. It goes beyond just creating user personas—it’s about continuously learning from our customers and iterating our approach based on what we discover. In guerrilla research, customer discovery is often done quickly, but it can still yield deep insights when done thoughtfully.”

Slide 31: Identifying Key Stakeholders in B2B

Narrative:

“In B2B research, it’s crucial to map out the decision-making process. This often involves multiple stakeholders across different departments—procurement, IT, finance, and operations, for example. Using tools like customer journey mapping and stakeholder interviews, we can engage directly with these groups to understand their unique challenges and goals. This ensures that our solutions are tailored to each key player in the decision-making process.”

Slide 32: Building Empathy Maps

Narrative:

“Empathy maps are a powerful tool in design thinking. They visually represent what a user thinks, feels, says, and does in relation to a product or service. This tool helps us step into the user’s shoes and design solutions that resonate with their real experiences. In B2B, empathy maps can be particularly useful for understanding complex stakeholder relationships and decision-making processes. How have you used empathy maps in your own work?”

Slide 33: Conducting Effective Customer Interviews

Narrative:

“Customer interviews are essential for gathering in-depth insights, but it’s important to ask the right questions. Open-ended questions like ‘Tell me about...’ or ‘How do you feel when...’ encourage storytelling and deeper reflection. This allows us to move beyond surface-level responses and tap into the visceral experiences of our users. When conducting interviews, always listen for emotion and narrative—that’s where the real insights lie.”

Slide 34: Validating the Visceral Response

Narrative:

“After prompting storytelling, it’s important to validate the emotional responses we hear. Whether a user feels frustrated, excited, or confused, these emotions tell us where the pain points or opportunities lie. For example, frustration often highlights inefficiencies, while excitement points to something that resonates. Validating these responses helps us prioritize the insights that matter most when refining our solution.”

Slide 35: Watch Out for “Like” and “Nice”

Narrative:

“If you hear users describe something as ‘like’ or ‘nice,’ treat it as a red flag. These words often mask deeper feelings. Ask follow-up questions like, ‘Why do you like it?’ or ‘What makes it nice?’ to dig deeper into the user’s true thoughts. Often, people use these words when they’re unsure or withholding stronger opinions. Your goal in guerrilla research is to push past these vague terms and uncover real, actionable insights.”

Slide 36: Emotional Response Cards

Narrative:

“One tool to help us tap into deeper emotional responses is using emotional response cards. These cards allow users to quickly express how they feel about a product or service—whether they’re frustrated, excited, or curious. This is particularly useful when conducting qualitative analysis because it gives you a starting point to explore why users feel a certain way. How might you use a tool like this in your own research?”

Slide 37: Design Thinking Toolbox

Narrative:

“Now let’s dive into the design thinking toolbox. We’ll explore tools like persona development, journey mapping, and primary and secondary research methods. These tools are critical for structuring our research and ensuring that we’re capturing the right insights at the right time. The design thinking toolbox is flexible—each tool can be adapted to fit the context of your project and the unique needs of your users.”

Slide 38: Design Thinking Guerrilla Research Toolbox

Narrative:

“In guerrilla research, we often work with limited resources, which makes it crucial to have a streamlined, effective toolbox. The guerrilla research toolbox includes

quick, easy-to-use methods like interviews, rapid prototyping, and low-cost experiments. These tools allow us to gather insights without needing a full-scale research budget. Remember, the key is to stay nimble and adapt your tools to the environment you're working in."

Slide 39: Qualitative Tools and Techniques

Narrative:

"There are a wide range of qualitative tools at our disposal, from in-depth interviews to ethnographic research and participant observation. These methods allow us to explore the deeper motivations, attitudes, and experiences of our users. While qualitative research is often time-consuming, in guerrilla research we focus on getting the most valuable insights as quickly as possible. Field notes, case studies, and even open-ended survey questions can all play a role in uncovering these insights."

Slide 40: Sample Discussion Guide for Semi-Structured Interviews

Narrative:

"Semi-structured interviews are a great balance between structured and open-ended questioning. You'll have a guide with key themes you want to explore, but there's enough flexibility to follow interesting insights as they emerge. Starting with warm-up questions builds rapport, and as you move through each section, you can probe deeper into the participant's experiences. Remember to always leave room at the end for 'killer closings'—questions like, 'Is there anything else you'd like to share?' These often reveal unexpected insights."

Slide 41: Persona Development

Narrative:

"Persona development helps us create detailed, fictional profiles of typical users, based on real research. These personas guide us in designing solutions that meet the specific needs of different user types. In guerrilla research, we often start with low-fidelity personas, based on a small amount of research, and refine them as we gather more insights. The key is to use these personas as a tool to empathize with the end user throughout the design process."

Slide 42: Persona Development – Understanding the User

Narrative:

"There's a famous saying: 'If you want to understand the animals, get out into the jungle.' This applies to research too—if we want to truly understand our users, we need to immerse ourselves in their world. This could mean going on-site, observing

how they interact with your product, or simply conducting deep, empathetic interviews. Your goal is to get as close to their lived experience as possible, so you can design with their real needs in mind.”

Slide 43: Journey Mapping in a B2B Context

Narrative:

“Journey mapping is a powerful tool for visualizing the entire experience a customer goes through when interacting with your business. In a B2B context, this might include multiple touchpoints, from initial discovery to post-purchase support. High-fidelity customer journey maps give us detailed insights into each step, while low-fidelity maps provide an overview that can be refined later. These maps are essential for understanding where friction occurs and how we can improve the user experience.”

Slide 44: Pros and Cons of Primary vs. Secondary Research

Narrative:

“Primary research gives us specific, tailored insights but can be time-consuming and resource-intensive. Secondary research, on the other hand, is quicker and often less expensive but might not be as directly relevant. In guerrilla research, we often combine both. For example, you might start with secondary research to understand the market landscape and follow up with quick primary research like user interviews or field observations to gather actionable insights. The key is finding the right balance for your project.”

Slide 45: Primary and Secondary Research – Key Considerations

Narrative:

“When conducting research, always ask yourself: ‘What is the question I’m trying to answer?’ and ‘What’s happening around the edges of my questions?’ Sometimes the most valuable insights come from exploring areas you hadn’t initially considered. Documenting your research process is critical too—whether through structured interviews or informal observations, keeping a detailed record helps ensure your findings are robust and repeatable.”

Slide 47: Asking Appropriate Questions to Relevant Individuals

Narrative:

“One of the most important aspects of guerrilla research is asking the right questions to the right people. Aligning your questions with your research objectives ensures that you’re collecting the most relevant data. Open-ended questions like ‘Can you describe...’ or ‘Why do you think that is?’ encourage thoughtful, detailed responses.

And always keep in mind who you're talking to—questions should be tailored to the individual's role, expertise, and experience.”

Slide 48: Recognizing Common Biases

Narrative:

“Bias in research can significantly skew your findings. Common biases include confirmation bias—when we look for data that supports our preconceptions—and leading question bias—when our wording prompts a specific answer. To avoid these, ask neutral questions and make sure your sample is representative of the broader population. Checking for biases in your own thinking and approach is crucial to getting valid results that truly reflect the user's experience.”

Slide 49: Removing Bias in Research

Narrative:

“Bias can creep into research in many ways—from how we phrase questions to how we interpret responses. Common biases include confirmation bias, where we seek information that supports our pre-existing beliefs, or leading question bias, where our questions suggest a preferred answer. To mitigate these risks, stay mindful of your language, remain neutral in tone, and always cross-check findings with multiple sources. This ensures your research remains as objective and reliable as possible. When designing your research, you need to ensure that the language you use is neutral, assumptions are avoided, and the participant pool is diverse. Blind or double-blind techniques can also help reduce bias by removing certain information that might influence responses. It's also important to use triangulation—comparing data from multiple sources—to validate findings. These steps help keep your research credible and balanced.”

Slide 50: Ethical Considerations in Research

Narrative:

“Ethics is a core component of any research. We must follow clear standards of professional conduct, ensuring fairness and avoiding conflicts of interest. Participants should be fully aware of the research and provide informed consent. Always avoid prejudice and bias in your interactions, and be mindful of the potential impact of your research findings. Keeping ethical standards in mind builds trust and ensures the integrity of your research.”

Slide 51: ESOMAR Guidelines

Narrative:

“ESOMAR, the European Society for Opinion and Market Research, sets widely recognized ethical standards for research. Their guidelines emphasize transparency, consent, and the fair treatment of participants. It’s important to familiarize yourself with these guidelines—or others that apply to your region or industry—to ensure your research is conducted ethically and professionally. Ethical research practices are fundamental to maintaining credibility.”

Slide 53: Synthesizing Research

Narrative:

“Once you’ve gathered your data, the next step is to synthesize it—this means turning raw data into actionable insights. Start by familiarizing yourself with the data: read through interview transcripts, survey responses, and observation notes. Coding the data—categorizing themes and labeling key ideas—helps organize information into meaningful patterns. This is where you begin to see the bigger picture and can identify the insights that will drive decision-making.”

Slide 54: Data Synthesis Techniques

Narrative:

“Techniques like concept mapping, framework matrices, and data triangulation are valuable tools for synthesizing research. Concept mapping helps visualize relationships between themes, while framework matrices allow you to compare data across participants or categories. Data triangulation strengthens your findings by cross-checking results from multiple sources or methods. Regularly revisiting the data ensures objectivity and helps you avoid bias.”

Slide 55: Synthesizing Research with GTM

Narrative:

“Grounded Theory Methodology (GTM) is a powerful approach for synthesizing qualitative data. It involves coding the data, identifying themes, and building theory from the ground up. Speech-to-text and natural language processing tools can help speed up the process of coding transcripts. The ‘hack’ here is to combine traditional methods with technology, allowing you to quickly analyze large amounts of qualitative data and generate actionable insights.”

Slide 56: Turning Raw Data into Actionable Insights

Narrative:

“Turning raw data into actionable insights requires focusing on the core findings that directly address your research questions or business needs. Ask yourself, ‘So what?’—why do these insights matter, and how can they inform strategy? From there, translate these findings into clear, targeted recommendations. Prioritize the steps that will have the most impact and align with your business or research objectives.”

Slide 57: Framing a Problem Statement

Narrative:

“A well-framed problem statement is critical for guiding research and ensuring that insights are actionable. When integrating guerrilla research methods, we focus on fast, low-cost insights to inform strategic planning. For example, by making your business’s strategic planning processes more agile and responsive, you can adapt more quickly to market conditions. A clear problem statement helps ensure that all research efforts align with this overarching goal.”

Slide 58: Value Creation – Research Analysis

Narrative:

“Research analysis is where we take the data we’ve gathered and begin creating value from it. Whether through surveys, A/B testing, or pilot programs, research provides the foundation for lean validation techniques. In B2B settings, both qualitative and quantitative data play critical roles in ensuring that what we deliver is not only desirable and feasible but also viable in the long term. By conducting thorough research analysis, we minimize risk and make informed decisions that contribute to value creation.”

Slide 59: Lean Validation Techniques

Narrative:

“Lean validation is all about testing assumptions quickly and with minimal resources. This approach allows us to validate key insights before committing to large-scale investments. Whether through customer interviews, usability testing, or MVPs (Minimum Viable Products), lean validation helps ensure that what we’re developing truly resonates with the customer’s needs. By iterating quickly, we’re able to reduce risk and gather meaningful insights that drive better decisions.”

Slide 60: Customer Interviews and Usability Testing

Narrative:

“Customer interviews and usability testing are at the core of lean validation techniques. These methods allow us to validate our assumptions directly with users and observe how they interact with prototypes. In guerrilla research, it’s essential to conduct these tests rapidly and make quick adjustments based on feedback. The insights you gather from these tests can help shape the next iteration of your product, ensuring that it aligns with real user needs and reduces the risk of launching something that doesn’t work.”

Slide 61: Conducting Surveys – Data Cleaning and Analysis

Narrative:

“Surveys are a key tool for gathering both qualitative and quantitative data. However, before analyzing the data, it’s important to clean it—removing incomplete or nonsensical responses to ensure data quality. Descriptive statistics and thematic coding help organize and summarize the data, revealing key patterns and trends. Cross-tabulation allows us to compare variables and uncover relationships, helping us draw more meaningful conclusions from our survey results.”

Slide 62: Presenting Survey Data

Narrative:

“Presenting survey data clearly is essential for making insights actionable. Visual tools like bar charts, pie charts, and heatmaps make it easier to convey complex data. Word clouds, for example, can visually represent the frequency of keywords in qualitative responses, helping stakeholders see what themes are most prominent. When sharing survey results, the goal is to make the data easy to interpret and focus on the most important findings without overwhelming your audience.”

Slide 63: Quantitative Visual Vocabulary

Narrative:

“Understanding quantitative visual vocabulary is critical for effectively communicating data insights. Different types of visualizations—such as bar charts for comparing categories or scatter plots for identifying trends—help convey relationships between variables. When selecting a visualization, always consider the message you want to communicate and choose the one that best highlights your key insights. The right visual representation can make your data more impactful and understandable.”

Slide 64: Advanced Analytical Techniques

Narrative:

“Stretching beyond basic analysis, advanced techniques like correlation analysis and regression analysis allow us to measure relationships between variables and predict outcomes. For example, correlation analysis helps us determine the strength of relationships between two variables, while regression analysis can identify the factors most likely to influence an outcome, such as customer satisfaction. These methods provide deeper insights into the data, helping you make data-driven decisions with confidence.”

Slide 65: A/B Testing

Narrative:

“A/B testing, also known as split testing, allows us to compare two versions of a webpage, feature, or product to see which performs better. It’s a simple but powerful way to test hypotheses, such as ‘Will changing the call-to-action text improve conversions?’ By randomly splitting your audience into two groups and comparing their responses, you can determine whether a specific change has a significant impact. A/B testing is a cornerstone of lean validation because it provides clear, actionable insights.”

Slide 66: Pilot Programs

Narrative:

“Pilot programs are small-scale, preliminary studies designed to test the feasibility of a research project or new product before full-scale implementation. Pilots allow you to refine your methods, gather early insights, and mitigate risks. In guerrilla research, pilot programs are especially useful because they allow for quick iterations and learning. A successful pilot can help you identify potential challenges and adapt your approach before rolling out a larger initiative.”

Slide 67: Qualitative and Quantitative Data Validation

Narrative:

“Both qualitative and quantitative data are essential for validating research findings. Claims need to be supported by strong evidence, and the reasoning must clearly connect the dots between the data and the conclusions. Qualitative insights offer depth and context, while quantitative data provides measurable trends. By combining both types of data, you can create a more comprehensive and reliable foundation for decision-making, ensuring your business strategies are well-informed and evidence-backed.”

Slide 68: Go/No-Go – Responding to Research Insights

Narrative:

“One of the most important points in any project is the go/no-go decision, where research insights inform whether to proceed or stop. This decision is based on whether the findings validate the assumptions and support the business goals. By integrating guerrilla research into this process, you can quickly test ideas and adjust course before committing significant resources. The key is aligning research with customer demand, feasibility, and business viability.”

Slide 69: Go/No-Go – Using Research to Inform Business Decisions

Narrative:

“At each go/no-go point, research plays a pivotal role in validating assumptions and mitigating risks. Lean research methods—like interviews, A/B testing, and pilots—provide real-world evidence to inform these decisions. Aligning this process with your Hoshin Plan ensures that research supports long-term strategic goals. The aim is to make data-driven decisions that minimize risk and optimize resources, increasing your chances of success in each initiative.”

Slide 70: Responding to Research Insights – The Emotional Rollercoaster

Narrative:

“Research insights can evoke a range of emotions, from excitement to disappointment. Good news may validate your vision and drive confidence, but it’s important not to get overconfident and overlook subtle issues in the data. On the other hand, bad news can trigger frustration and anxiety, prompting reconsideration of your strategy. The challenge is staying balanced, processing both positive and negative insights objectively, and making clear-headed decisions.”

Slide 71: Balancing Emotion and Logic in Response

Narrative:

“To make the best use of research insights, it’s essential to balance emotion with logic. Take a step back, process emotionally charged findings, and use them as a grounding tool for strategic decisions. Remember, bad news can prevent costly mistakes, while good news doesn’t automatically mean you should scale without further validation. Seek feedback from mentors or trusted team members to gain perspective, and always use insights as the basis for objective decision-making.”

Slide 72: Handling Good News

Narrative:

“Good news can be energizing, and it’s important to celebrate your wins. However, stay cautious—use this momentum to motivate your team, but make sure to continue validating the results before scaling up. For example, if a customer interview reveals excitement about a new feature, it’s a sign to keep moving forward, but it’s also an opportunity to gather more data and confirm this enthusiasm across a wider audience.”

Slide 73: Handling Bad News

Narrative:

“Bad news doesn’t mean failure; it often presents a chance to pivot and improve. If research reveals that something isn’t working, don’t panic—use it as an opportunity to adapt. Pivoting based on feedback allows you to refine your strategy or product, making it stronger in the long run. Founders face many setbacks, but those who can use insights to make smart adjustments often find greater success down the road.”

Slide 74: The Importance of Founder Resilience

Narrative:

“Resilience is key for any founder. Both emotional and strategic resilience will help you navigate the ups and downs of entrepreneurship. When faced with challenging insights, emotional intelligence allows you to manage your reactions, while strategic resilience ensures that your business can adapt without losing momentum. Building a culture that values data-driven insights, even when they bring bad news, helps your company stay agile and focused on long-term success.”

Slide 75: Alignment with Customer Demand

Narrative:

“Effective research isn’t just about gathering data—it’s about ensuring that every insight is directed toward fulfilling customer needs. Customer demand is your strategic compass, guiding business decisions and helping you achieve product-market fit. Aligning research with customer demand reduces the likelihood of developing products or services that fail to resonate, and it strengthens customer loyalty by continuously adapting to their needs.”

Slide 76: Desirability, Feasibility, and Viability

Narrative:

“Every decision should be evaluated across three dimensions: desirability, feasibility, and viability. Desirability focuses on whether the solution meets customer needs,

feasibility assesses whether it can be built effectively, and viability ensures that the solution is financially sustainable. Guerrilla research can help you quickly test assumptions across these dimensions and refine your approach, ensuring that your solutions are well-rounded and ready for the market.”

Slide 77: Iterate or Pivot?

Narrative:

“Understanding when to iterate and when to pivot is a critical skill for any startup. Iteration involves making small, incremental improvements to refine a product, while a pivot is a more fundamental shift in direction. If your research shows that your core product is sound but needs fine-tuning, iteration is the way to go. However, if the data suggests a fundamental misalignment with customer needs or market trends, it may be time to pivot and explore new opportunities.”

Slide 78: Key Factors to Consider – Iterate or Pivot

Narrative:

“When deciding whether to iterate or pivot, several key factors come into play. Customer feedback is critical—if feedback points to minor improvements, iteration may be sufficient. On the other hand, poor market fit or consistently negative feedback might indicate the need for a pivot. Also, keep an eye on market signals and your competitive landscape. If you’re not gaining traction and competitors are outperforming, it could be time for a more significant change.”

Slide 79: When to Iterate or Pivot?

Narrative:

“Iteration is appropriate when your core value proposition is strong but requires small adjustments to improve performance or user experience. If early feedback is generally positive and customers show enthusiasm, it’s a sign that iteration is the right path. The goal here is to make incremental changes that have a big impact, fine-tuning your product until it meets user expectations.”

“A pivot is needed when research shows that your product is fundamentally misaligned with customer needs or market demands. If customers consistently express dissatisfaction or you’re not seeing measurable success despite multiple iterations, it may be time for a more dramatic shift. Pivoting can involve targeting a new market, changing the business model, or even rethinking the product itself. While pivots can feel risky, they are often essential for long-term success.”

Slide 80: Framework for Making the Decision

Narrative:

“Making the decision to iterate or pivot should always be grounded in research data. Evaluate customer feedback, market trends, and financial performance to ensure you’re making an informed choice. Before fully committing to a pivot, run small tests or pilots to validate the new direction. It’s also important to involve key stakeholders in the decision-making process to gain diverse perspectives and ensure buy-in across the team.”

Slide 81: Breakout Groups

Narrative:

“Now, let’s break into groups to discuss some real-world examples. Each group will analyze a case study, focusing on the decision to iterate or pivot based on the research data. Discuss the insights your group gathered and think about how they apply to your own projects. After the discussion, we’ll regroup and share key takeaways from each case study.”

Slide 86: Reflection – Iteration and Continuous Learning

Narrative:

“Iteration and continuous learning are at the heart of guerrilla research. As you reflect on today’s workshop, think about how you’ve applied iterative methods in your own work. What have you learned from making quick adjustments based on insights? How can you continue to refine your research methods to better align with the needs of your users and business goals?”

Slide 87: The Importance of Feedback Loops

Narrative:

“Feedback loops are essential for evolving your strategy. As you reflect on the feedback you’ve received from users and stakeholders, consider how it influenced your decisions. Were there any ‘aha’ moments that reshaped your approach? Moving forward, how can you improve your feedback loops to ensure that insights are continuously informing your business strategy?”

Slide 88: Adapting to Investor Expectations

Narrative:

“Investors often have specific expectations, and their feedback can significantly influence the direction of your research. Reflect on how market signals and investor feedback have shaped your decisions. Were there any conflicting demands you had to navigate? As you move forward, think about how you can better anticipate investor

concerns and adapt your research to meet both customer and stakeholder expectations.”

Slide 89: Further Reading

Narrative:

“To continue building your knowledge and refining your research skills, I recommend diving into these further readings. They will expand on the concepts we’ve discussed today and give you new perspectives on applying guerrilla research methods in dynamic, fast-paced environments. By staying curious and continually learning, you’ll stay ahead of the curve in both research and business strategy.”

Slide 91: Key Takeaway – Research Checklist

Narrative:

“As we wrap up, let’s revisit this research checklist. Whether you’re defining business goals, selecting research methods, or analyzing data, these steps will guide you through a structured process. From recruiting the right participants to aligning research insights with business objectives, this checklist ensures that your research remains focused, actionable, and relevant to your strategic goals.”

Slide 92: Key Takeaway – Benchmarking Research

Narrative:

“Benchmarking research involves being prudent, understanding the context of the questions you’re asking, and validating findings with strong evidence. Don’t let analysis paralysis stop you from making bold decisions, but always ensure that your conclusions are backed by solid research. The balance between data-driven decisions and intuitive risk-taking is key to successful innovation.”

Slide 93: Workshop License

Narrative:

“This workshop is shared under a Creative Commons license, which means you are free to share and adapt the materials as long as you give appropriate credit and don’t use it for commercial purposes. I encourage you to take what you’ve learned today and apply it in your own work, experimenting with guerrilla research methods in ways that fit your unique context.”

“If you have any further questions or want to discuss specific aspects of guerrilla research, feel free to reach out to me. I’m always happy to continue the conversation and explore how these methods can be tailored to your projects. Thanks again, and I look forward to staying connected!”

Slide 94: Workshop Survey

Narrative:

“Before we conclude, please take a moment to fill out the workshop survey. Your feedback is invaluable and helps me improve future workshops. I’d love to hear what worked well for you today and where you think there’s room for improvement. Your insights will shape how this workshop evolves going forward.”
or provide additional insights. Let’s wrap up with a strong finish!”