**STEP 1: Initial Project Submission Form**

Name:   
Email:   
Phone number:

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| Use this form to submit ideas for research projects for consideration within the Connections feedback forum.  *Once completed, please email the form to*: [connections@ebay.com](mailto:connections@ebay.com)  Contacts  UK: Rhea Fox: [rhefox@ebay.com](mailto:rhefox@ebay.com) or mloder@ebay.com  DE: Christine Moeller: [chmoeller@ebay.com](mailto:chmoeller@ebay.com)  FRITES : Lois Schorah: [soplin@ebay.com](mailto:soplin@ebay.com) (France), [msimone@ebay.com](mailto:msimone@ebay.com) (Italy), [esolaesnal@ebay.com](mailto:esolaesnal@ebay.com) (Spain)  Your market contact will check availability to carry out the research and will be in touch to discuss next steps. |
| **PLEASE READ:** |
| **First, a reminder of what Connections is all about…** |
| * Connections is a community of 300 panellists in UK & DE and 150 panellists in each   FRITES market, with a broad selection of eBay customers and non-customers.   * Generally, we will be running one mini-project in each market every month, where we speak to 10 customers in the UK and DE and 5 customers in FRITES via the phone or online. * The key findings will be written up into a short summary document with supporting quotes. |
| **What types of projects is Connections best for?** |
| The forum is best suited to simple, short turnaround qualitative research projects to quickly find out what people think and why. For example, when you need…   * High level customer reactions (verbatims and quotes) to stimulus materials or current products * To sense check, validate or refine already held insight or hypotheses * Buyer and Seller input on specific elements of the online shopping or eBay experience |
| **Examples of suitable research requests:** |
| * “We need to get some first impressions of how customers view our competitor’s new service and delivery offer.” * “I want to test which of the name ideas we’ve had for a promotional event day resonate most strongly with our buyers and sellers and why.” * “What did our customers think of the new imagery used on a recent marketing email that seemed perform really well? |
| **PLEASE COMPLETE:** |
| **What is the key question you are looking to answer? Why?** |
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| **Which audience are you looking to speak to?** |
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| **What business decision is this research going to help inform?** |
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| **When is this needed?** |
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