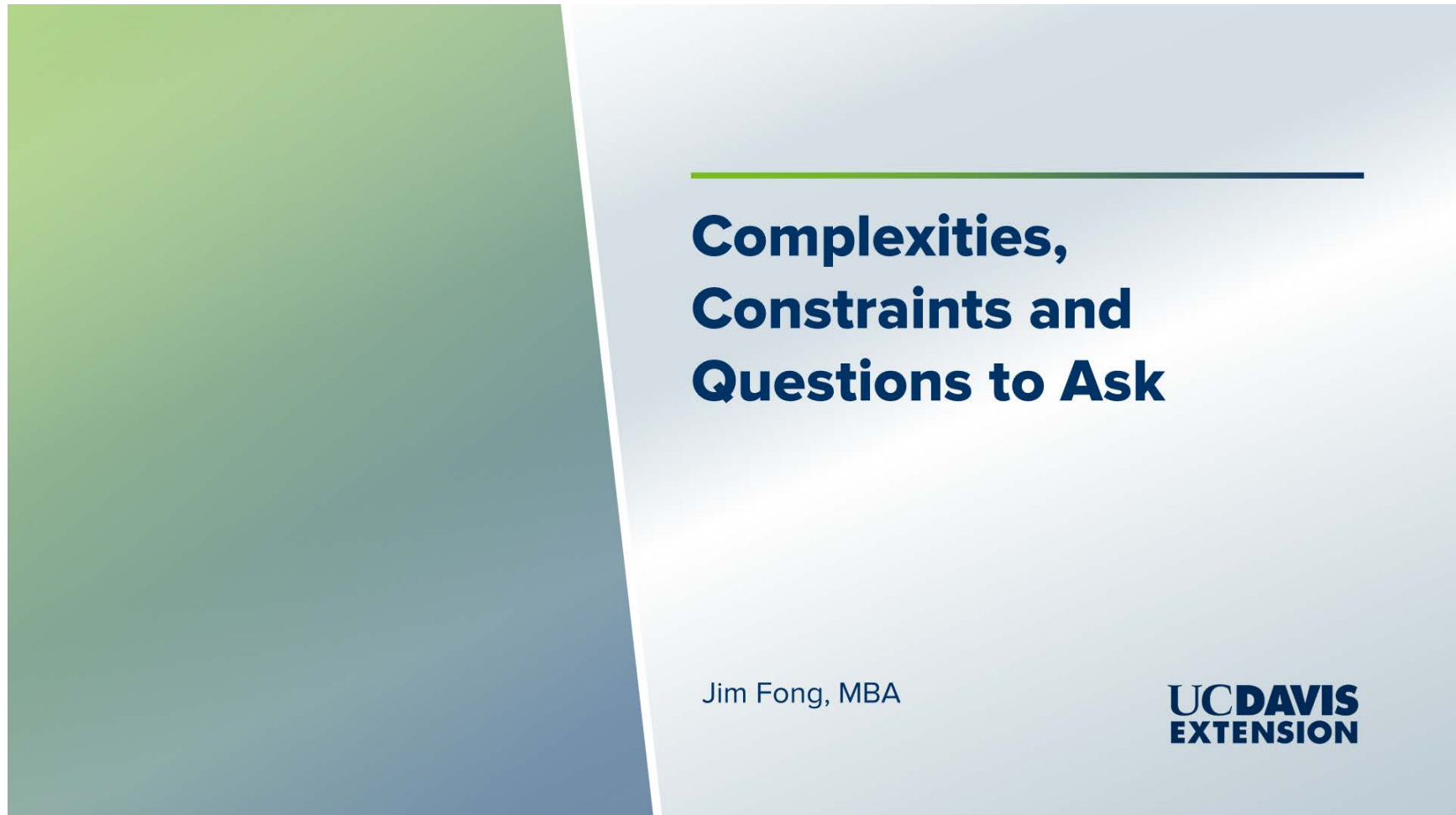


Lesson 1.6: Complexities, Constraints and Questions to Ask

Slide 1: Complexities, Constraints and Questions to Ask

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Complexities, Constraints and Questions to Ask

Jim Fong, MBA

**UC DAVIS
EXTENSION**

Slide 2: Learning Objectives

Learning Objectives

Determine possible research constraints

Decide appropriate questions to ask in research planning process

Slide 3: Complexities Come With Trade-Offs

Complexities Come With Trade-Offs

Consider the complexities

Weigh the trade-offs

Decide the best approach



Slide 4: Prepare to Weigh the Trade-Offs



Prepare to Weigh the Trade-Offs

Understand the business objective

Plan how to get to that finish line

What's most important to get
needed answers?

Slide 5: What is Most Important?

What is Most Important?



Rigidity
or accuracy?



Cost or time?



What's impact
of legal/ethical
considerations?

Slide 6: Clarify the Constraints

Clarify the Constraints

How will research be used?

Who is reader or client?

What are all relevant factors?



Slide 7: Weigh Objectives, Given the Constraints

Weigh Objectives, Given the Constraints



Stay focused on business objective

Keep in mind sacrifices, trade-offs
and must-haves

Constraints shape your research
plan or proposal

Slide 8: Market Research Questions Vary

Market Research Questions Vary



Simple

Complex

Slide 9: More Challenging Questions

More Challenging Questions



Which toy
would children
most prefer?

Appears simple but
actually complex

Answer lies in
two market groups
with differing
motivations

Slide 10: Far More Than an Order Taker

Far More Than an Order Taker



Creator of a research plan

Must meet client's
real needs

Must ask difficult
questions to deliver value

Slide 11: Ask the Right Questions

Ask the Right Questions

“How do you see yourself using the information?”

“Is there company information or a past research
that would be helpful?”

Slide 12: Ask the Right Questions

Ask the Right Questions

“Whom should we research?”

“To whom should we look? What segment, person, demographic, or title within a company or a household?”

“Who might have the best information to address the objective?”

Slide 13: Ask the Right Questions

Ask the Right Questions

How much time do you have?

What are your critical milestones?

What is your budget?

Slide 14: Summary

Summary

Determine possible research constraints

Decide appropriate questions to ask in research
planning process