

Start Here

What role will this research play in your decision-making process? Is it...

**Trivial**

Research is only needed to help validate pre-existing assumptions or provide additional context

**Critical**

This research is key for decision(s) involving large investments, new ventures or long term strategy

Will advanced analytics be required?

Examples: Kano, Conjoint, Price Sensitivity, Volumetrics, etc.

Yes No

Do you have an experienced data analyst available?

Preferably someone who is familiar with the methodology you need.

Yes No

Is this a tracking study, i.e., a previous survey already exists?

Yes No

Will you edit the survey?

Exactly the same You might tweak it

What is your Market Research skill level?

**Novice**

You have worked with research before but it was limited in nature.

**Intermediate**

You have worked with research before, but it was limited in nature;

**Master**

You have designed and fielded studies before; highly confident of your results

Are the research objectives you need to answer...

Complex Simple

How specific is your intended audience?

Broad Niche

How much time can you commit to your project?

Research is your priority You have other priorities

**DIY is not the best choice.**

Advanced analytics and modeling requires more than just knowledge on the back-end— having an analyst is necessary to help guide survey development to make sure you're asking the right questions to get all data they need.

**DIY could be an option.**

If the study materials already exist and has been done before, DIY could be a good option for you.

**DIY is not the best choice.**

If you're a market research newbie, DIY is not ideal to "earn your wings." Find a firm that is eager to explain their process and involve you in the day-to-day decisions. Then you will be better prepared to consider DIY for your next study.

**DIY could be an option.**

Research experience, a broad audience and dedicated time are ideal condition for DIY.

**DIY is not the best choice.**

Despite being advertised as easy, there is always extra work that goes into niche audiences. You might be better off with a Research firm in the long term.