

QUALITATIVE RESEARCH DOS AND DON'TS!

Qualitative market research is a great tool for understanding how your products and services are perceived by your customers. Utilizing this open-ended approach to market research gives you a deeper understanding of the attitudes, emotions and beliefs of your current customers or prospects. Below you'll find some quick tips for conducting qualitative market research successfully!

DO

- Have well thought out objectives for your research.
- Put time and effort into building your discussion guide.
- Have flexibility with how interviews are conducted (be prepared to pivot).
- Use an experienced moderator or qualitative researcher.
- Expect to receive incredibly valuable insights about your customers.
- Prepare to learn what you didn't know, you didn't know!

DON'T

- Fixate on having "set" responses to your questions.
- Attempt to cram qualitative data into a quantitative format.
- Be biased, only focusing your thoughts on what you want to hear.
- Wing the interviews if you are moderating.
- Lead the interviewee to the responses you want to hear.

Interested in learning more about how you can use qualitative market research to help with message testing, brand studies, product concepts and more? Contact us today!

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