Webinar:

Democratize research with templates

Great Question

Speakers



Jack Holmes



Shelly Lingham



Harri Thomas

Why research templates

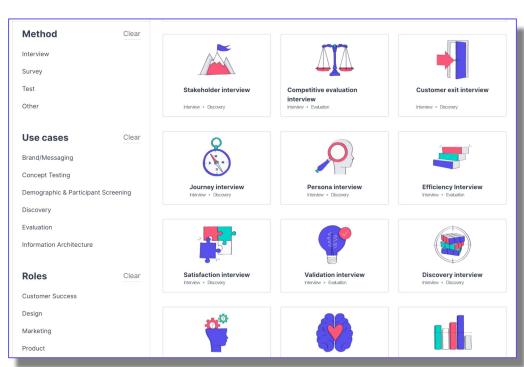
Faster research

Easier to democratize

Empower non-researchers

Small teams

Inspiring additional research



How has Chipper Cash used research templates

Empower marketing, product and design teams

Shepherding additional research

Saving time for a small team

Question -> Template matching game

- 1. What are your main pain points and frustrations while using our product?
 - a. Use <u>CSAT Survey</u> & <u>Satisfaction Interviews</u>
- 2. What prevents you from submitting an application after getting approved/ what's blocking you from making a purchase?
 - a. Use Path to Purchase Survey & Efficiency Interviews
- 3. Why specific products work for certain customers now? (geo based, and usability based)
 - a. Use <u>Satisfaction interviews</u>
- 4. Why are customers creating support cases through the web instead of using the option to create a case from within the product?
 - a. Use Customer behavioral survey
- 5. As a CEO what content would you like to see on our website?
 - a. Use Demographic survey as a screener & customer attitude survey

Mixed methods

- When to use interviews, surveys, or both?
 - "What" questions should start with a survey
 - "Why" questions should start with an interview
- Why screeners?
 - Faster research results
 - Better ROI for researchers (spend precious time with participants that matter)

Getting started with research templates

- 1. Talk to constituents who have questions
- 2. Review the list of research projects you weren't able to support
- 3. Find a template: https://greatquestion.co/templates
- 4. Track & report results
 - a. What did the templates help you do?
 - b. Who else can do research now that couldn't before?
 - c. How many more studies can you launch with templates?