

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

Method	Clear			
Interview		Stakeholder interview Interview • Discovery	Competitive evaluation interview Interview • Evaluation	Customer exit interview Interview • Discovery
Survey				
Test				
Other				
Use cases	Clear			
Brand/Messaging		Journey interview Interview • Discovery	Persona interview Interview • Discovery	Efficiency Interview Interview • Evaluation
Concept Testing				
Demographic & Participant Screening				
Discovery				
Evaluation				
Information Architecture				
Roles	Clear			
Customer Success		Satisfaction interview Interview • Discovery	Validation interview Interview • Evaluation	Discovery interview Interview • Discovery
Design				
Marketing				
Product				

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 [CSAT Survey](#) & [Satisfaction Interviews](#)
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 [Satisfaction interviews](#)
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?