

Backward Market Research

CONCEPTUALIZE

Determine information needs by developing a prototype

Pinpoint the information needed to make decisions and conceptualize a draft document with hypothetical conclusions and a roadmap for design

DESIGN

Formulate questions

Based on the draft document, write questions to get the information required to confirm/deny hypotheses

Articulate primary and secondary market research mix

Determine whether the information needed can be found through existing sources; develop a plan to obtain remaining information through a range of primary research (surveys, interviews, etc).

EXECUTE

Administer primary research tools

Begin data collection by administering the primary research tools you designed/researched

Analyze data & make recommendations

Integrate the data you uncovered into your final report using the draft document as a guide; make recommendations & report