Market Research Brief

### *[Research Project Title]*

### *Written by* *[Name] of* *[Company]*

## Contextual Information

Use this section to detail the contextual information surrounding this research brief. Firstly, explain briefly the background to the problem you are wanting to solve, and include any information you feel may be relevant to further inform the research experience. Secondly, detail some information about the business you work for; so, what does the business do? What are it’s values? How is it run?

1. Research Purpose

This section will expand upon the problem you are wanting to solve that you explained in the overview section. Please provide more detail of the product or service that is being tested, a description of the need it is trying to meet, and the target audience. If you’re researching to find opportunities or to get a better sense of your audience, expand upon this and then detail what sort of participants you are after (customer or non-customer).

## Objectives

In this section, we will be covering the two types of objectives that are needed for a fully comprehensive understanding of the research experience. Aligning these two categories of objectives will result in more actionable insights across the whole business:

Business Objectives:

* Limit the objectives noted here to 3-5 values that best represents the company you work for
* Ensure each objective is SMART: specific, measureable, achievable, relevant, & time-bound
* These objectives could be goals that the company are aiming to achieve in the next few years
* Business Objective 4
* Business Objective 5

Research Objectives:

* Outline 3-5 research objectives that must be met for the research to be considered a success
* Ensure that each objective is SMART: specific, measurable, achievable, relevant, & time-bound
* Keep objectives simple and within the remit of the specific project which you are outlining
* Focus on the decisions/initiatives that the research will inform rather than the results
* The expected outcomes of a research project and research objectives are not the same thing

## Research Methods

**Quantitative Methods**  **Qualitative Methods** **Alternative Methods**

Surveys  In-depth Interviews  Wearable

Polls  Focus Groups  VR/AR

Panels  Ethnography  Eye-tracking studies

Diary Study  Gamification

Online Community  Social Media

Creative Qual  Biometric

Vox Pops

**Other Methods:** List here other methodologies you would like to use that aren't included in the lists above.

## Constraints

Constraints such as time and budget are imperative to communicate to the researcher, as this will be the main factor in the shaping of your research experience. The more time and resources you can dedicate to this endeavour, the greater the output often can be.

Time Constraints:

Choose one from this drop-down list:

Estimated Overall Budget:

£*#####*

## a. Research Deliverables

This is an optional part for the brief, which can help shape a research experience. What outcome and reports would you like from this research experience? How do you hope the business will be impacted through the insights generated? How will the results be actioned upon within the business?