

# READY, AIM, FIRE

## A GUIDE TO AGILE INSIGHTS FOR CONSUMER PRODUCT TEAMS

### PART 1: READY FOR A NEW APPROACH

# BRING BETTER PRODUCTS TO MARKET, FASTER.

Here's the lowdown. Agile research enables companies to build better products, experiences and brand communications in a quick and affordable way. Leading research solutions deliver **major advantages** over traditional marketing research approaches by leveraging online technology, AI and automation to make research faster and more collaborative.

Agile solutions provide **access** to pre-profiled consumers. Organizations can quickly **connect** with the precise people they need. Research that used to take weeks to complete can now be recruited in as little as one day.

Agile solutions **capture** in-context behavior not just online, but in homes and stores, and offer the potential for multiple **touchpoints** to ask consumers follow-up questions or iterate on ideas as they learn.

Agile methods focus on empowering innovation teams, breaking complex problems into smaller “sprints.” **Automated** reporting dashboards and analysis tools make it faster to **share learnings** with the team. Quotes and video clips help bring findings to life.

Add it up, and this approach to development enables consumer product companies to make **rapid decisions** in less time and for less money.

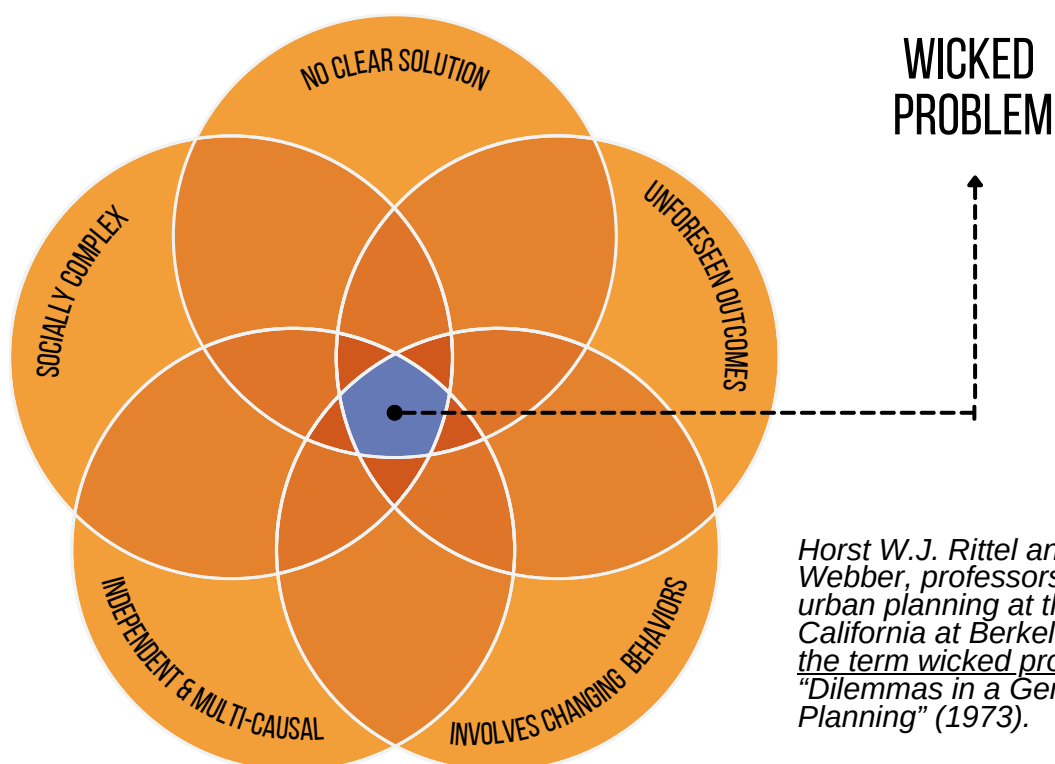


# A MODERN APPROACH TO RESEARCH.

If you've ever wondered why your favorite platforms are constantly changing, or why Apple pushes out iPhone updates at regular intervals, you can thank the agile development approach. Instead of working on enormous software solutions and releasing them bi-annually, the agile approach promises more frequent updates **informed by customer feedback** on early concepts.

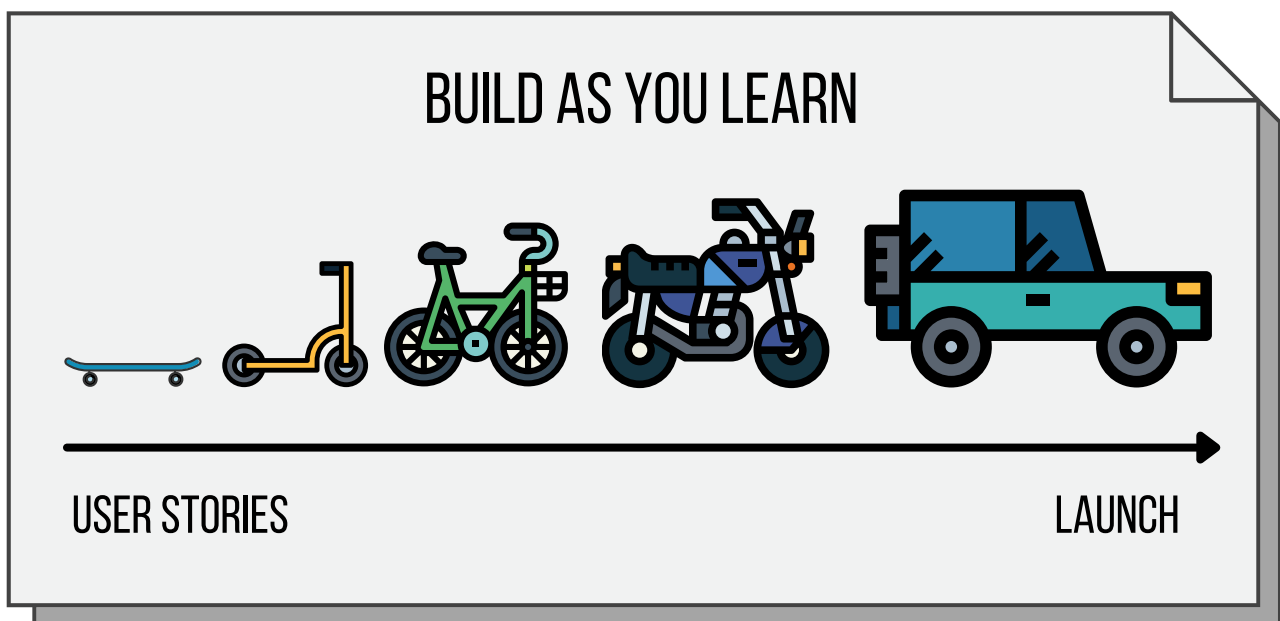
Agile was developed to solve so-called “**wicked problems**” that are common among innovation teams. Wicked problems are multidimensional, involving new or different consumer behaviors. These types of problems require the building of early concepts or prototypes to **identify unforeseen issues** and fully flesh out consumer needs.

While agile started in software development, the concept has since spread to many other areas of the enterprise—including HR, marketing and R&D. Today, leading consumer products, insurance companies, financial services, durables manufacturers and most other categories are using agile methods to **develop innovative products, experiences and marketing campaigns**.



# ACCELERATE THE PROTOTYPING AND DEVELOPMENT PROCESS.

Agile teams start out with a rough idea, frequently sketching out their biggest challenge at hand. In the past, teams relied solely on the in-person research experience. Today, teams engage consumers through online platforms to react to ideas, share their experiences and stories, voice feedback and reveal feelings. As the project moves from point A to point B, all parts of the research process are integrated into a larger, cohesive whole. An initial solution stands on its own, but can be built and improved upon over time through iteration and learning loops. This **learning loop process** is repeated until the team ends up with a product that can truly deliver against the customer problem at hand.



*A product designed with agile research might evolve over time until it's ultimately released. User stories inform the most basic solution you could deliver to meet consumer needs. The biggest challenges are solved first, then build and refine until you solve all of the issues required for the final solution.*



# POWERED BY CONSUMER-DRIVEN INSIGHTS.

When consumer product teams are guided by Digsite's **agile principles**, their organizations benefit from:

- **A deeper understanding of what customers think.** You can't design and build the best products if you guess what your customers want and why they want it.
- **More frequent testing to inform more decisions.** Thanks to the online nature of agile research technology, companies can test more concepts for their budget.
- **Better insights in less time.** Learn directly from your customers, implement feedback and re-test updates in half the time it has traditionally taken.

## RESEARCH THEN

- Relied on focus groups or ethnographic research
- Time-consuming and resource-intensive
- Limited geographical reach
- Participants and moderators interact in person
- Single consumer engagement

## AGILE RESEARCH NOW

- Uses dozens of interview and survey methods
- Can reach precise audiences on a national level
- Faster and more affordable
- Participants can participate online
- Can track behavior and ask follow-up questions later

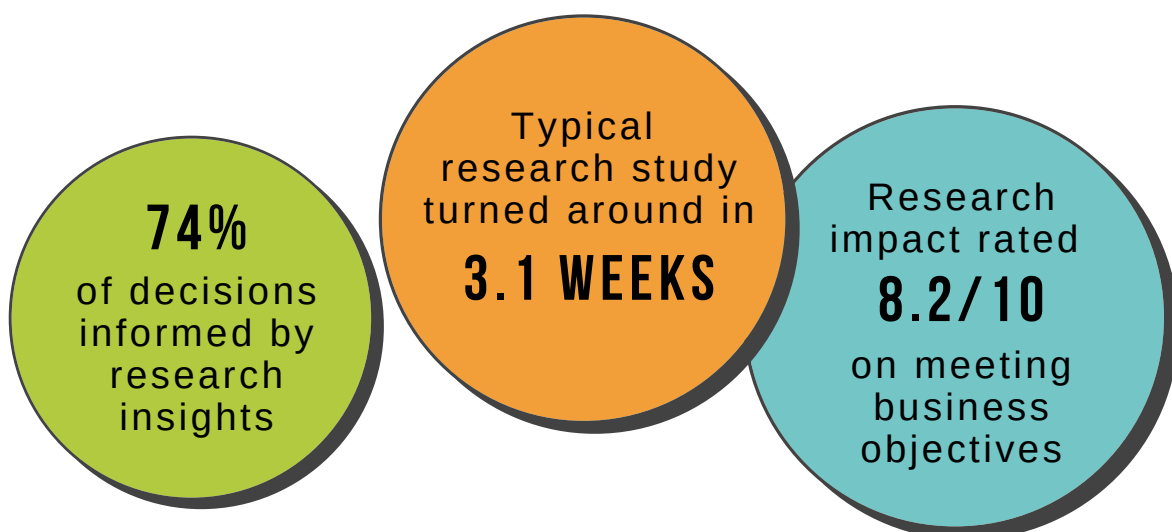
# GET YOUR ORGANIZATION ON BOARD.

Occasionally, the adoption of agile approaches and new technology can create an (unbased) fear that these new tools may force colleagues out of their jobs, or dumb down the quality of the research. Here's the thing: agile research won't replace researchers. It will, however, **enable them to do their best work**.

You may need to run a pilot test to show the value of these new methods. But once you have a few agile evangelists on your side, it'll be easier to get even more folks on board with your **new approach** to research.

An ongoing [Digsite](#) study has shown that when agile processes are implemented, the **quality of both the research and the outcomes improve**. Over 80 companies in the industry have participated in the study conducted through a **self-assessment** that measures the agility of their insights teams. Self-assessment scores indicate that research teams typically fall into one of three groups: jugglers, managers and achievers. **Achievers are the most effective** at applying agile principles to move fast and inform more decisions.

## HIGH ACHIEVERS REPORT THAT:



*Researchers can take the self-assessment [here](#) to see their results and access our comprehensive benchmarking results of their peers in the industry.*

# TO FIND THE NEXT BIG THING, YOU NEED NEW RESEARCH METHODS.

Agile research methods provide major benefits to organizations, including increased productivity, reduced expenses, higher-quality products, faster time-to-market and, overall, **more business value**. To get the results you're looking for, your organization will need to invest in building an agile culture, giving your team the resources to harmoniously blend qualitative and quantitative research.

Now that you understand what agile research is and how it can help your organization move faster, how exactly do you accelerate agile insights at your organization?

**In the next segment of our guide to agile insights for consumer product teams**, we talk about the steps that will ignite your team to adopt agile research methods and deliver better insights. Read ***Ready, Aim, Fire Part 2: Aim for Progress (Not Perfection)*** [here](#) to learn about those next steps, including the five essential parts of market research sprints and the tools your team will absolutely need to move with agility.

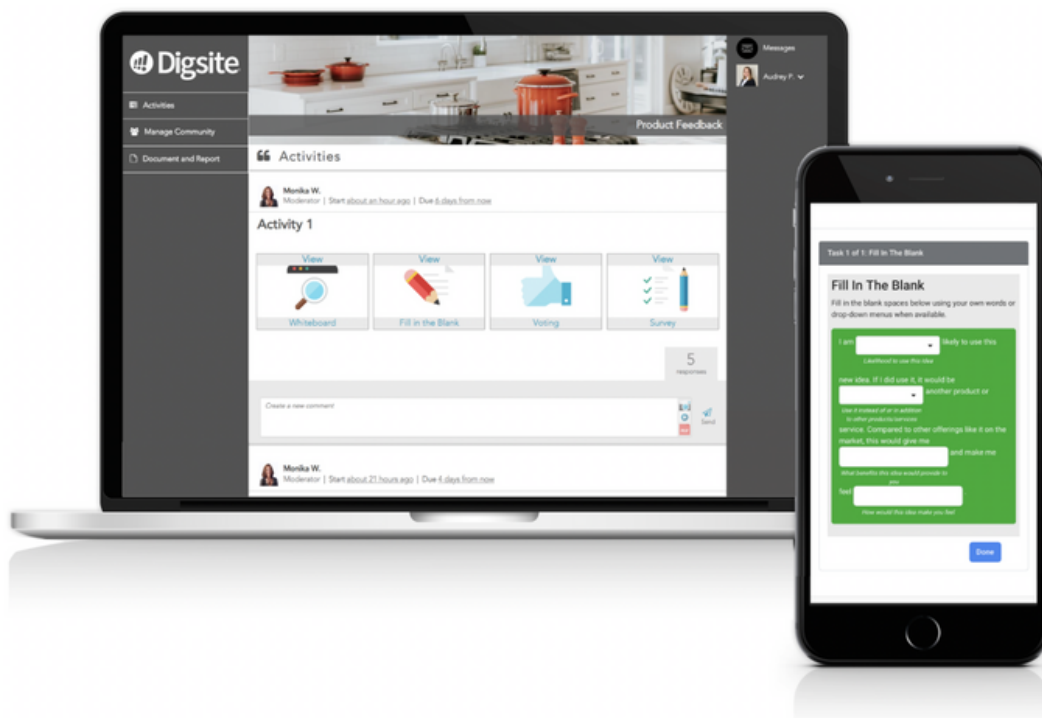




by  QuestionPro

Digsite's collaborative platform enables agile teams to iterate between qualitative exploration and idea validation. With Digsite, you get the flexibility you need to recruit your exact target audience and engage them in unique tasks to learn and iterate as you go.

Our advanced reporting capabilities and automated dashboard make it fast and easy to report on your research. Your entire team can see new insights in real time, making it easy to adjust your research and quickly change directions so you can feel confident you're always moving in the right direction.



*Does this sound like something you might need? Check out our site and **schedule a demo** to learn more. We'd love to hear what you're working on and find ways that Digsite can help.*

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