Agile-ready Research

What is agile-ready research?

Agile-ready research is about being crystal clear about the business need and outcome. Designing research in 'bitesize' to feed into the bigger objective. Empowering everyone and moving fast. This means sacrificing nice-to-haves and adopting a continuous iteration mindset.

BAU Research	Agile Research
Central team manages each individual request	Central team are architects of the process and methods
Starts projects with a traditional MR brief and proposal	Manages and involves stakeholders in line with agile principles
Custom-built ad-hoc methodologies	Translates topics into pre-developed approaches
Projects span several weeks	Rapid, sprint-friendly timings

Barriers to agile research practices:

Stakeholder alignment	Programming time	Apprehension around agile
Ways to improve:	**Ways to improve:**	**Ways to improve:**
Write proposals with the desired outcome & deliverables upfront	Establish a lean questionnaire framework	Identify the core business need
Align on the need to have results and objectives before digging into the process	Decide what questions are essential in order to answer objectives versus those that add colour	Start with the desired outcome & deliverables. Bring in the right stakeholders
	Set a 1 hour programming session daily	Communicate the value and impact
		Test, learn, refine (repeat) throughout the duration of the research – not just at the end

Forcing a traditional research approach on agile-ready research is only trying to be faster.

Agile pathways to research fieldwork

Agile Pathways	Live chats	Lean surveys	Pre-build studies	Bespoke surveys
Features	Up to 4 live groups within 24 hours (n=40)	Simple structured surveys built in an agile work-stream	Customised studies based on pre-agreed question types and input specs	Fully custom studies from scratch, including logic
Limitations	In some instances, live chat platform may require corporate security assessment	~10 questions Limited complexity Community sample No scripts No quotas	Must anticipate business needs prior to execution	Time required to create and test logic

In order to sprint, what should you be prepared to remove from the process?
- **# of questions** | Get pointy. remove nice to have questions
- **# of sampling specifications** | Focus only on target group
- **Ambiguous outcomes** | Be specific when defining tangible outcomes & deliverables from a sprint

Agile Sprint Outcomes
Yes, no … | Yes, but … | No, and ….
Back to the drawing board with directions

Example: agile research sprint, one-week

Day 1	Day 2	Day 3	Day 4
Mon	Tues	Wed	Thurs
Stakeholder brief	Book job and resources Questionnaire design	Approved questionnaire Programming Soft launch	Full launch Launch to external sample (if required)
Day 5	**Day 6**	**Day 7**	**Day 8**
Friday	Sat	Sun	Mon
In Field (early analysis, if required)	In Field	In Field	Pull data and make decisions against objectives.

What are we prepared to remove and streamline?

Guide to informing a decision:

- ❑ Who to contact in the insight team
- ❑ Checking that the research hasn't already been done
- ❑ Articulating needs to inform a brief
- ❑ Funding approval
- ❑ Writing a brief
- ❑ Q&A
- ❑ Proposal
- ❑ Agency selection
- ❑ Kickoff meeting
- ❑ Chasing inputs/stimulus
- ❑ Questionnaire design
- ❑ Programming
- ❑ Testing and QA
- ❑ Soft launch
- ❑ Full launch
- ❑ Live data review
- ❑ Topline results
- ❑ Analysis
- ❑ Second pass analysis requests
- ❑ Report writing
- ❑ Preview before stakeholder debrief
- ❑ Approval before sharing
- ❑ Debrief session
- ❑ Follow up queries