

DIY Research Management



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Establishing quality and oversight in DIY research projects without losing the essential benefit of the immediacy of DIY research.

What business problem does it solve?

In DIY research, project teams conduct their own market research directly with customers. Oversight is needed to ensure quality outcomes that avoid leading questions, bias to the internal agenda and to avoid inconsistency across corporate projects and teams.



How does it work?

DIY Management refers to the processes for ensuring good quality research outcomes from non-specialists doing research such as standard questions, pre-research review/sign-off, bringing in expertise where required and purchasing management.

Types and versions

Ranges from internal controller, to procurement management, to review committees or to retained consultants providing design and analysis help separately from fieldwork.

Challenges

Insight managers need to have authority to oversee research programmes e.g. via a company ethical or approval committee for DIY projects. This can include preferred fieldwork panels/suppliers, question libraries and quality control.

Potential business impact	★★★★★★
Sophistication	★★
Use in forecasting	★
Ease of design	★★★★
Expertise required	★