



MSMS INSIGHTS TO ACTION PROJECT OUTLINE

Module 2 from October 17th to December 16th

Corporate Sponsor Use Case

Our B2C company has a knowledge gap among one or more existing or emerging consumer segments. More robust insight into their attitudes, preferences and motivations can accelerate growth by improving one or a combination of the following levers: enhance existing offerings, launch a new offer, enter a new channel or new geography, better serve an underdeveloped segment, remove barriers to purchase and recommendation, or improve communication.

Project Objective

Deploy the fundamentals of qualitative and quantitative consumer research to uncover actionable consumer insights. Provide a set of consumer-validated implications for action that will accelerate growth for our corporate sponsor.

Final Deliverable

Research report and management presentation that summarizes the qualitative and quantitative results, provides a set of meaningful insights and implications for action. All findings are supported by analysis at a sufficient level of statistical confidence and a minimum of avoidable bias.

Student Learning Objectives

Research Methods	Project Skills
<ul style="list-style-type: none"> - Hypothesis-based research methods - Best practices in qual and quant research design - Distinguishing insight from information - Segmentation whys and hows - Representative sampling and avoiding bias 	<ul style="list-style-type: none"> - Deductive, fact-based presentation - Data visualization best practices - Agile Scrum project management fundamentals - Effective teaming and leadership - Consultative client collaboration

Project Plan

Sprint	Weeks	Objective	Key Activity	Deliverable
1	2	Frame context	Observational research secondary sources and social listening	Research scope and plan
2	2	Generate hypotheses	Qualitative research via 10 in depth interviews (IDIs)	Set of testable hypotheses
3	2	Survey respondents	Quantitative research via designing and fielding quantitative survey	Data tables
4	2	Uncover insights	Analyze data, prepare report	Report & presentation

Meeting Timeline – red indicates sponsor/student interaction

Interaction	Sprint 1 10/17-10/31	Sprint 2 11/1-11/14	Sprint 3 11/15 – 12/5	Sprint 4 12/6 – 12/16
Corporate Sponsor	10/17 – Brief 10/31 Sprint Review	11/14 – Sprint Review	12/5 – Sprint Review	12/16 – Final Review
MSMS Project Team	10/17 – Sprint Brief 10/25 – Check-in Mentor – once per week	11/1 – Sprint Brief 11/8 – Check-in Mentor – once per week	11/15 – Sprint Brief 11/22 – Check-in Mentor – once per week	12/6 – Sprint Brief 12/13 – Faculty Review Mentor – once per week
Methods Course	10/24 & 10/31 – Seminar 10/25 & 11/1 - Speaker	11/7 & 11/14 – Seminar 11/8 & 11/15 - Speaker	11/21 & 11/28 – Seminar 11/29 - Speaker	12/5 - Seminar 12/6 – Speaker