Best Practices of Data Gathering

- Your corporate identity may or may not be an obstruction to gathering unbiased end-user responses. Based on the type of survey and/or end-users, you may decide to keep your company and logo hidden. On the other hand, there may be times when your company and logo may give you access to an end-user that would not have otherwise been possible. You’ll need to assess the situation before deciding how to approach the end-users.

- When making appointments, ask for a specific amount of time for the interview and do not exceed this time period unless the interviewee extends it.

- Be appreciative and respectful for the time the end-users are giving you for an interview. You can thank the interviewee with a postcard or a small gift.

- Ask interviewees who their major competitor is, or who their top five competitors are. This will help you discover or validate who the ‘80’ end-users are.

- Get leads from participants to find additional end-users.

- Price is sometimes sensitive, so be careful and diplomatic when attempting to obtain this information.

- After each interview, team pairs should discuss and document how the interview went and what they learned. Each person may have heard or seen things differently, and debriefing can enable a team to come to a consensus. DO NOT conduct the next interview until you have discussed the previous interview.

- Each night during the survey period, team members should meet as a group if possible to review how things are going—what’s working and what is not.