

Option 1: The Stone

If you're starting small and solid

Market research activity	Frequency	Detail
Survey (Chapter 7)	Annual	Commit to sending at least one survey a year. It could be to a subset of your community (newsletter subscribers, workshop attendees, someone who has purchased one of your products). Remember to have a clear survey purpose and pay attention to your questions.
Desk research (Chapter 8)	Bi-annual (twice a year)	Schedule two desk research sessions into your calendar. Carve out the time in advance (it makes it more likely to happen!). Sessions can be between 30-60 minutes. Save relevant reports and insights into your Market Research folder (go create one already!).
Social-listening tools (Chapter 9)	Quarterly	Once every three months, fire up some of the tools and sites I recommended and get customer eavesdropping.
Customer interviews (Chapters 4, 5 & 6)	Annual	Commit to conducting at least one annual exploratory customer interview sprint*. Open your diary and schedule it in, three to six months in advance. Think about it as separate blocks of time: time to decide on the high-level goal; time to craft the questions; time to find folks to speak to; time

		to conduct the interviews; and time to make sense of it all.
Testing (Chapter 11)	As required	Check out the different tests you could run in Chapter 11. Remember to test small.
Feedback (Chapter 10)	Annual, then ongoing	Annual audit of your current feedback channels. One-off session of 1-2 hours. Then fill in any identified gaps. E.g. add feedback link to email signature, create stock feedback questions you can send following a purchase, or project completion.
Question Bank (Chapter 3)	Ongoing	Create an online or offline folder or document called Question Bank. Every time you start wondering something about your audience, bank the question. Your deposits can fuel your surveys and interviews.
Incentive budget	Optional	Set aside a small amount (£2-£5) each month to build an incentive pot. Incentives can be used to encourage customers and thank them for their input and time.

*A sprint is a predefined length of time when you commit to getting something done. Taken from agile software methodology.

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