

# Option 2: The Peach

If you're starting small and solid

Market research activity	Frequency	Detail
Survey (Chapter 7)	Bi-annual (twice a year)	Commit to sending two surveys 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)	Quarterly	Schedule four 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. You will get faster as you start to know where to look. Don't forget to save your sources.
Social-listening tools (Chapter 9)	Bi-monthly (every two months)	Once every two months, fire up some of the recommended tools and sites. Let's get eavesdropping.
Customer interviews (Chapters 4, 5 & 6)	Bi-annual (twice a year)	Commit to conducting at least two customer interview sprints per year*. Open your diary and schedule both of them in for three and six months' time. 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. One sprint could be exploratory, the other contextual.
Testing (Chapter 11)	As required	Check out the different tests you could run in Chapter 11. Remember to test small.
Feedback (Chapter 10)	Bi-annual (twice a year), then ongoing	Bi-annual audit of your current feedback channels. Two, one-off session of 2-3 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. Create a feedback list where you make note of anything action-worthy. Follow up with customers to thank them (not just for the good feedback!).
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. You can create your Question Bank without having any questions. Actively refer to your Question Bank ahead of drafting any survey or interview questions.
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. Access as and when needed.
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\*A sprint is a predefined length of time when you commit to getting something done. Taken from agile software methodology.

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