

Option 3: The Penguin

Already on a roll? Have a team to support you? Level up with the Penguin.

Market research activity	Frequency	Detail
Survey (Chapter 7)	Bi-annual (twice a year) + one automated survey	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). One could be high level, the other more targeted and shorter. Remember to have a clear survey purpose and pay attention to questions. Add a third, automated survey to a key customer touchpoint to create a continuous feedback channel (after purchase, after project completion etc.).
Desk research (Chapter 8)	Bi-monthly (every two months)	Schedule six 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. Make your life easier by signing up to alerts, notifications and emails from relevant bodies.
Social-listening tools (Chapter 9)	Monthly	As little as 60 minutes a month using the recommended tools and sites can generate content ideas and identify new trends.

<p>Customer interviews (Chapters 4, 5 & 6)</p>	<p>Continuous</p>	<p>Schedule in short (think 15-30 minutes) conversations with customers on a regular basis. Start with a commitment to one call a month with the aim of building up the frequency. Think creatively. This could be a few pertinent questions at the end of an existing client 1:1 or a short chat with a prospective customer at the local market. Commit to two, meatier, customer discovery sprints* during the year (either exploratory or contextual). Plan for this higher cadence in advance. Open you diary and schedule the associated tasks. Think about the time it will take to secure interviews and draft questions and note opportunities you already have with customers.</p>
<p>Testing (Chapter 11)</p>	<p>As required</p>	<p>Check out the different tests you could run in Chapter 11. Remember to test small.</p>
<p>Feedback (Chapter 10)</p>	<p>Quarterly</p>	<p>Quarterly audit of feedback channels. Maintain a feedback list and ensure to inform customers of changes you've made as a result (e.g. You said, we did...). Keep checking the basics such as adding feedback options to email signatures, websites. Create stock request-feedback questions you can send to customers after a project or a purchase and review and tweak regularly.</p>

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.
Incentive budget	Optional	With this level of activity, you'll need to commit to setting aside a small amount Set aside a small amount (£5-£10) 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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