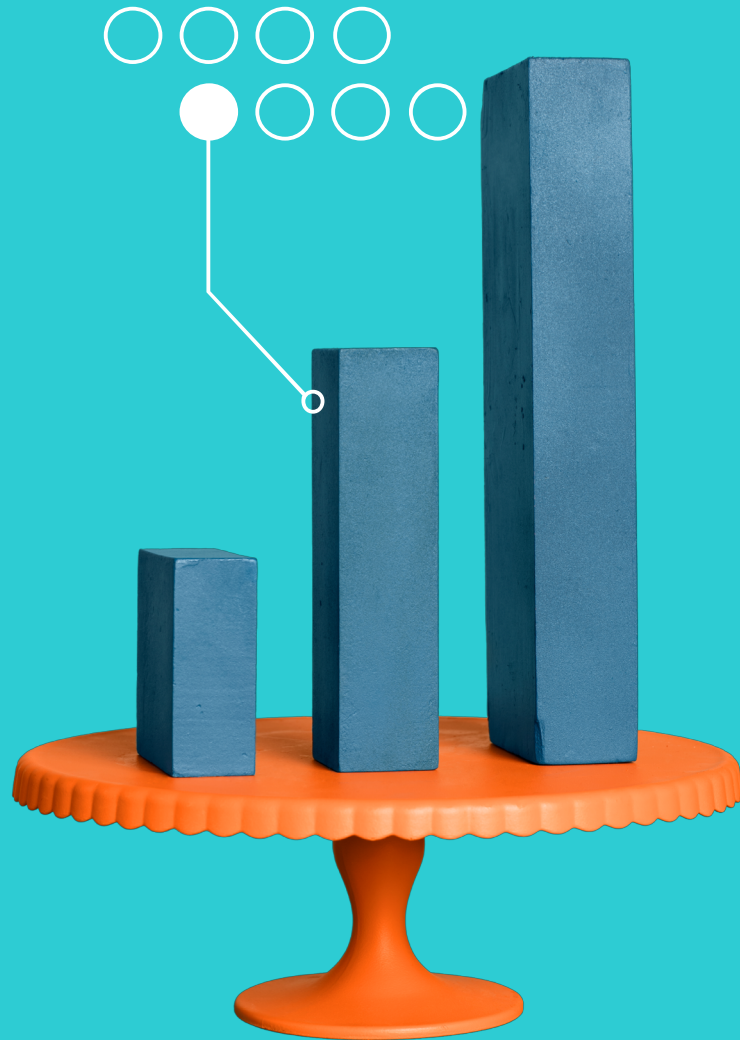


DIY Market Research:

How agile startup culture is transforming the way we grow and innovate





Agenda

What is agile startup culture?

What this means for market research

5 agile market research principles

Practical tips for becoming more agile

What is agile startup culture?







SILICON VALLEY



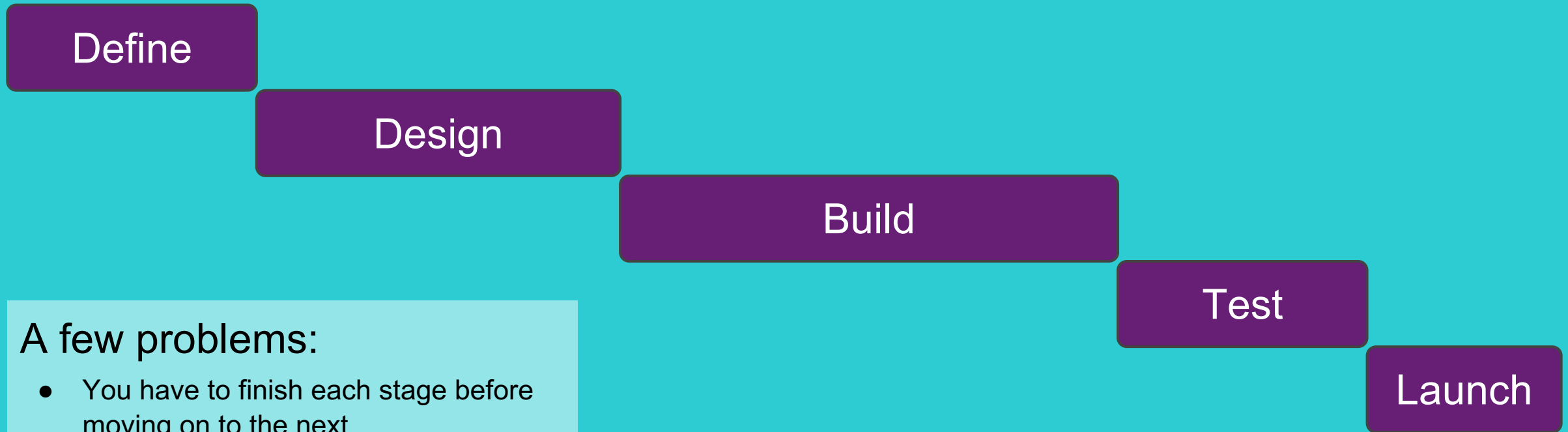
SHARK TANK



Agile methodology



The *old* way: Waterfall methodology



A few problems:

- You have to finish each stage before moving on to the next
- When innovating, it's unlikely to get things right from the beginning
- Once you're deep into the project, it's hard to pivot

The *new way*: Agile methodology





**Agile projects are 28% more
successful than traditional projects.**

What does this mean
for market research?

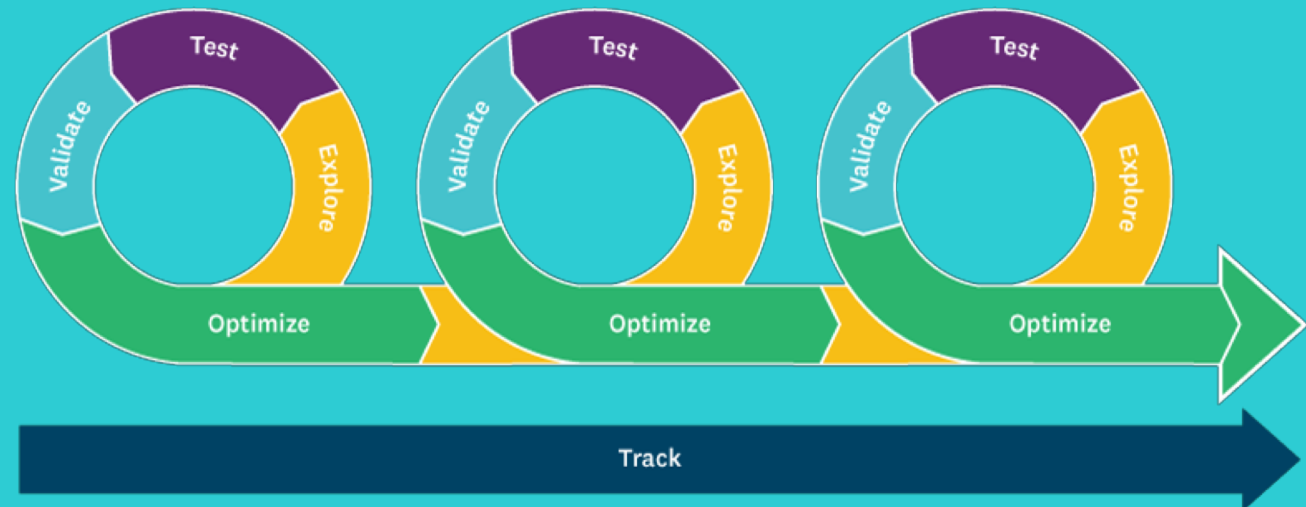


We can borrow agile frameworks

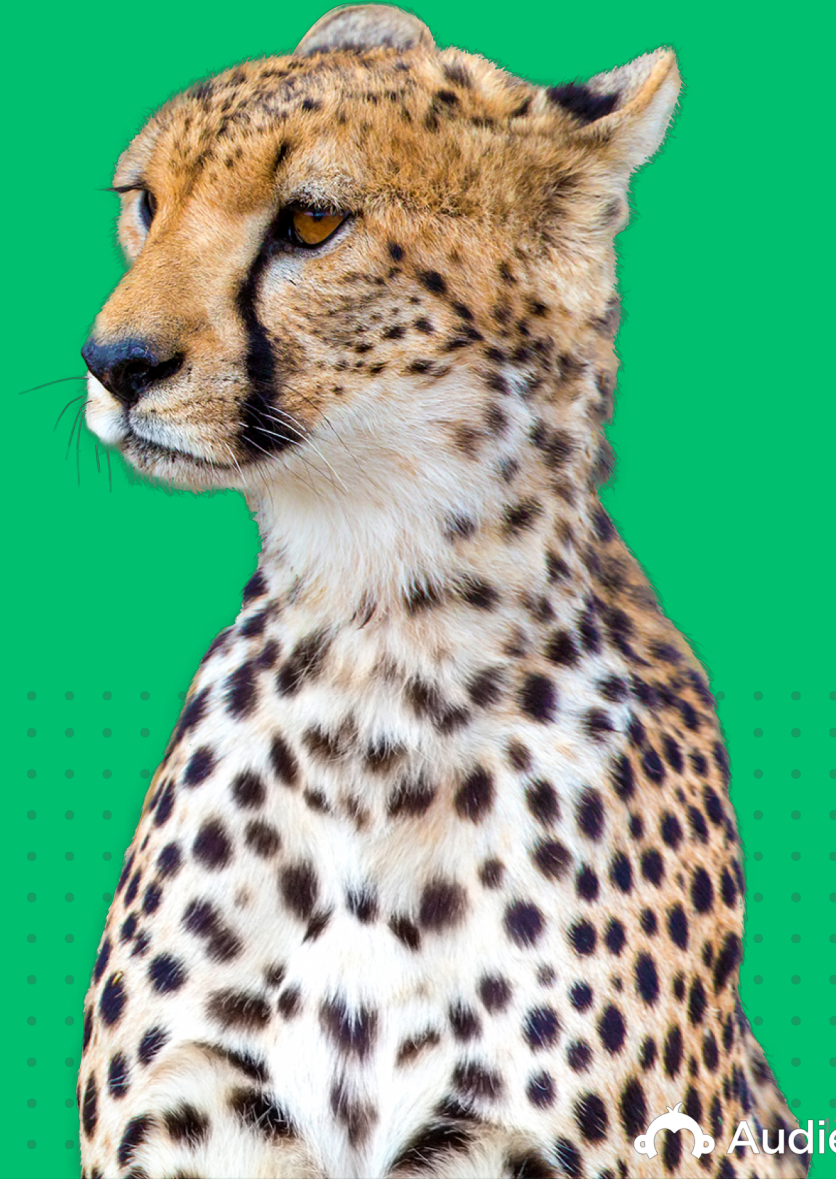
Agile Software Development Framework



Agile Market Research Framework



Agile \neq agility



THE AGILE MANIFESTO -12 PRINCIPLES

1. Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.
2. Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.
3. Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.
4. Business people and developers must work together daily throughout the project.
5. Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.
6. The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.
7. Working software is the primary measure of progress.
8. Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.
9. Continuous attention to technical excellence and good design enhances agility.
10. Simplicity--the art of maximizing the amount of work not done--is essential.
11. The best architectures, requirements, and designs emerge from self-organizing teams.
12. At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

Five agile market research principles

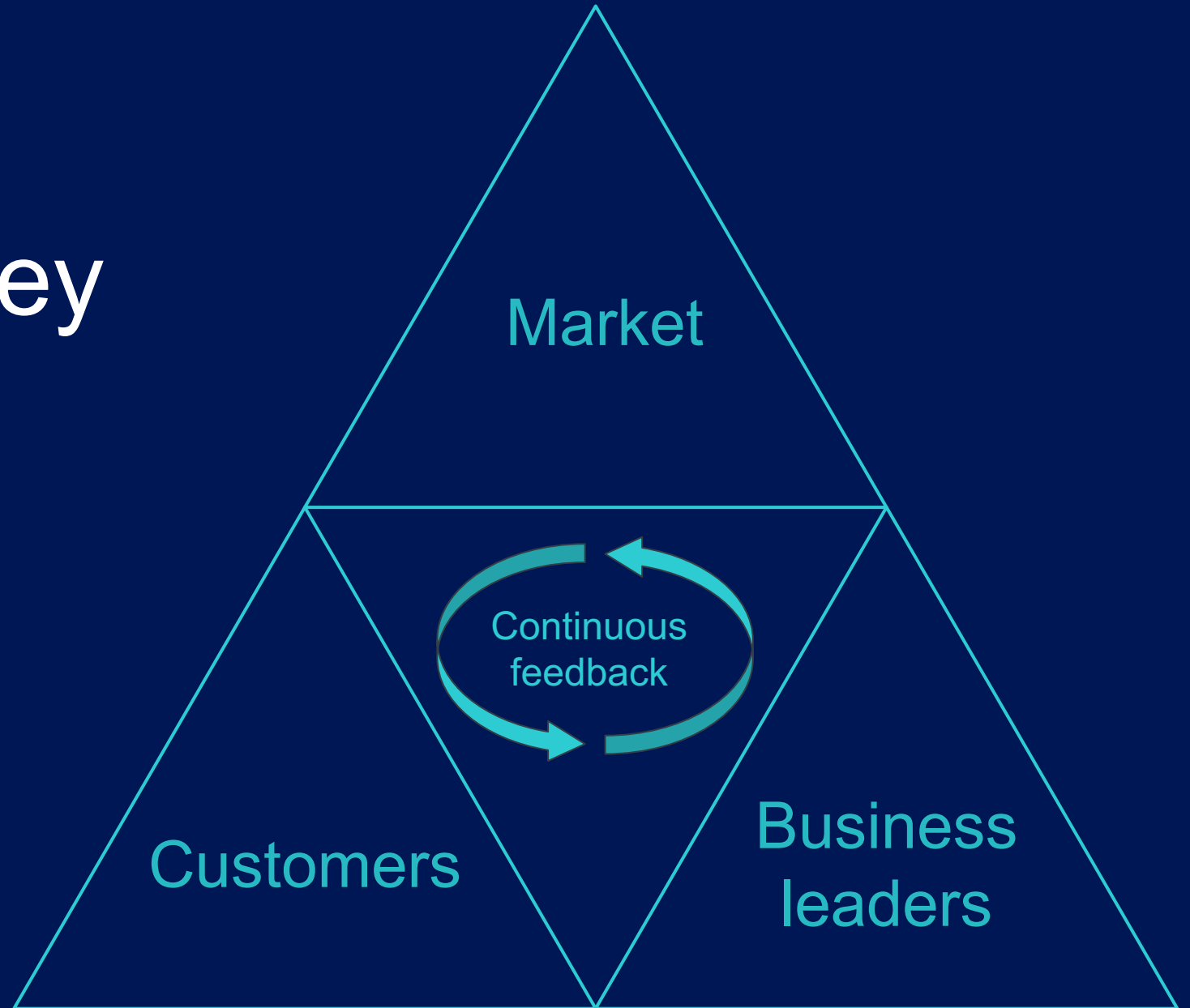
- 1 Establish feedback loops
- 2 Deliver faster and more frequently
- 3 Welcome changes in scope
- 4 Build a foundation of good research design
- 5 Regularly reflect on how to improve

Principle 1

Establish feedback loops



Engage three key constituents





HELIX SLEEP

Helix Sleep used an **iterative approach** to market research when developing their latest product: the Helix Pillow.

They got feedback and validation at each step:

- Consumer demand
- Feature prioritization
- Product testing
- Willingness to pay

DIY survey platforms enable fast, iterative market feedback

The screenshot displays the Audience survey platform interface, which is divided into two main steps for configuring a survey.

STEP 1: Who do you want to survey? (Total Cost: \$0.00)

This step allows users to define their target audience through four categories:

- Country:** United States (Region: All regions)
- Gender:** Both (Balancing: Basic Census)
- Age:** 18-100+ (Balancing: Basic Census)
- Household Income:** \$0k-\$200k

A button labeled "MORE TARGETING OPTIONS" is available below these categories.

STEP 2: How many responses do you need? (Total Cost: \$1.00)

This step features a slider to select the number of responses. The current selection is 400, which is highlighted with a green dot and a green box. The slider ranges from 50 to 5,000. Below the slider, it states "Margin of Error: ±6%".

Summary and Pricing:

- Total Cost:** \$800 USD
- Complete Responses:** 400
- Price Per Response:** \$2.00
- 15 Survey Questions:** \$1.00 (10 Questions + 5 Row Matrix)
- Targeting Options:** —
- Qualification Rate:** 100% (\$0.00)
- Express Delivery:** \$1.00
- Estimated Completion Date:** July 19
- Express Delivery:** Add express delivery (Get it by July 17)

A yellow button labeled "REVIEW YOUR ORDER & PURCHASE" is located at the bottom right of the summary section.



“ ”

We've been able to cut our product development cycle in half using SurveyMonkey Audience.

Jerry Lin
CEO, Helix Sleep

Principle 2

Deliver faster and
more frequently





56%

of companies have continued demand for market research but face **limited or shrinking budgets.**



Pint Art by **Joe Geis**



Pint Art by **Teri Kaplan**



Pint Art by **Hawnuh Lee**



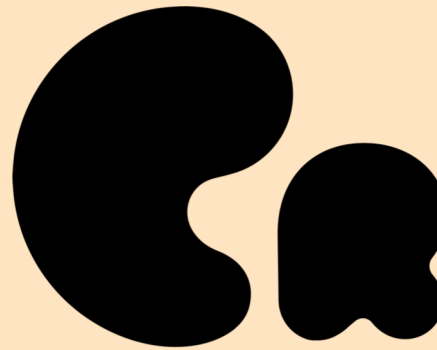
Pint Art by **Sarah Dewlin**



Pint Art by **Jason Naylor**



Pint Art by **Paulina Ho**



CULTURE REPUBLIC™

Unilever took on an entrepreneurial spirit when they developed their new brand: Culture Republic.

Their small development team **used an agile approach to quickly test flavor names** and ingredient combinations with a broad survey panel using SurveyMonkey Audience.

Golden milk latte, anyone?

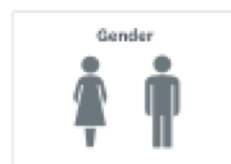


STEP 1: Who do you want to survey?

\$0.00



Country: United States
Region: All regions



Gender: Both
Balancing: Basic Census



Age: 18-100+
Balancing: Basic Census



Income: \$0k-\$200k

[+ MORE TARGETING OPTIONS](#)

STEP 2: How many responses do you need?

\$1.00

400



Margin of Error +6%

Total Cost

\$800

USD

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--------------------	-----

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Targeting Options	—
-------------------	---

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Estimated Completion Date

July 19

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[REVIEW YOUR ORDER & PURCHASE](#)





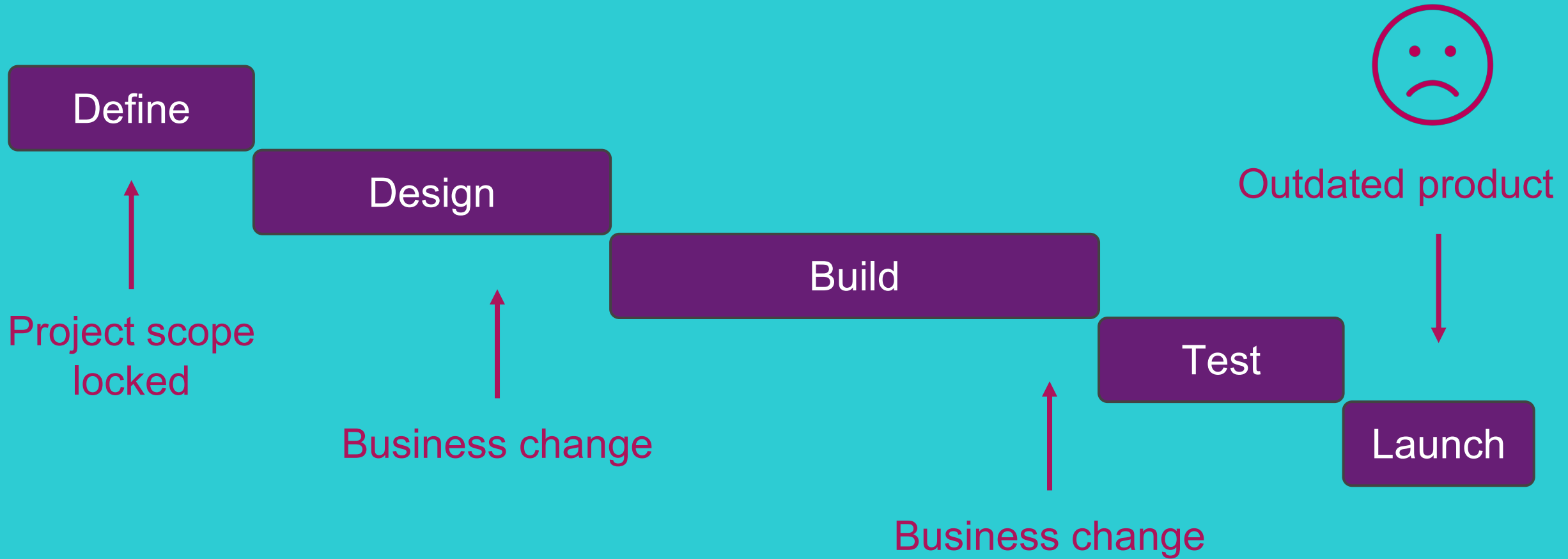
Principle 3

Welcome changes
in scope

Your reaction, probably.



The *old way*: Waterfall methodology



Agile reduces risk



A hand holding a blue pencil, with a tray of colored pencils and a sketchbook in the background.

Principle 4

Build a foundation of
good research design

Templates and frameworks boost agility

Market Research - Product Testing Template

1. What is your first reaction to the product?

☐ Very positive

☐ Somewhat positive

☐ Neutral

☐ Somewhat negative

☐ Very negative

0 of 10 answered

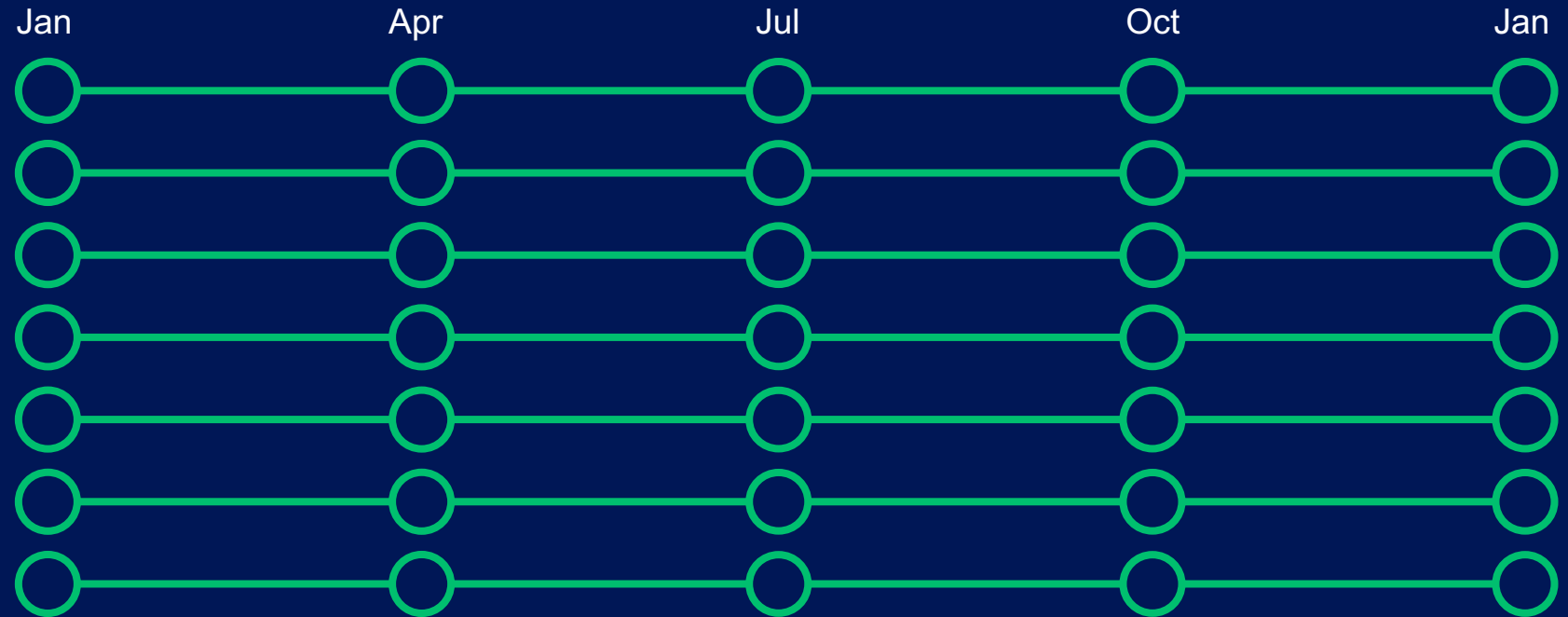
Research can be democratized throughout the organization



1 annual
project with
full-service



7 quarterly
projects with
DIY



DIY+

Our experts are
here to help



Principle 5

Regularly reflect
on how to improve

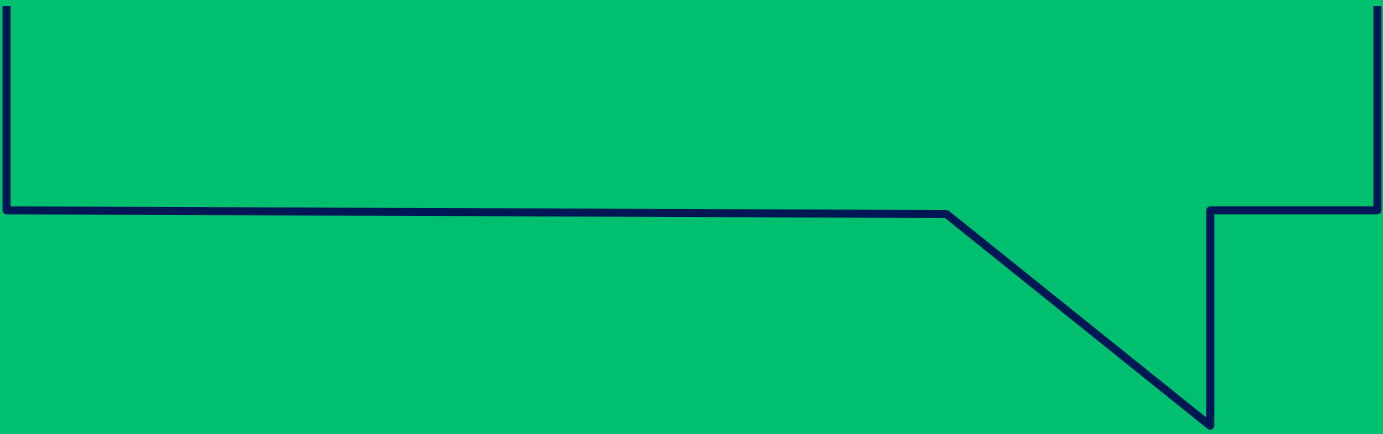


People > Process





50% of team members are motivated more by team success than by company (27%) or individual (23%) success.



Five agile market research principles

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- 2 Deliver faster and more frequently
- 3 Welcome changes in scope
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Visit our kiosk for a demo!

The screenshot displays the Audience kiosk interface, which is divided into two main steps for configuring a survey.

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This step includes four targeting options:

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Options for delivery speed:

- ☒ Add express delivery
- Get it by July 17

A yellow button labeled "REVIEW YOUR ORDER & PURCHASE" is located at the bottom right of the interface.



surveymonkey.com/audience

Email: audience@surveymonkey.com