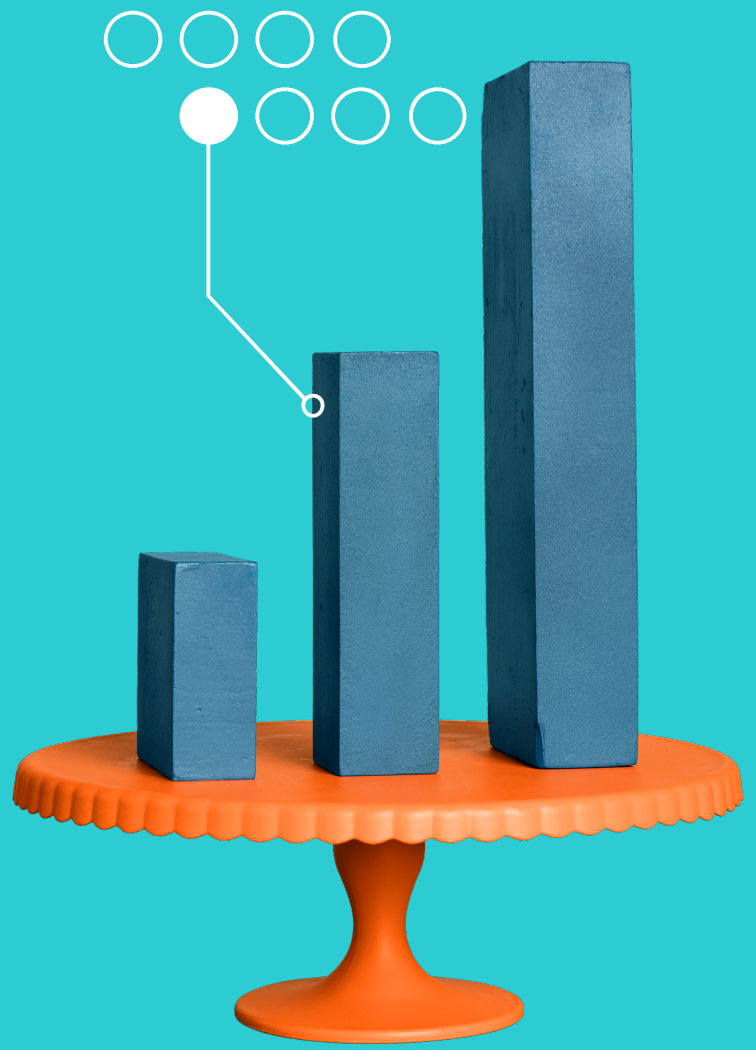
DIY Market Research:

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

Audience



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?

Gimlet
StartUp

Gimlet
THE PITCH

Wait, What?
MASTERS of SCALE
with REID HOFFMAN

npr
HOW BUILT THIS
WITH GUY RAZ

TRACTION
CREATIVE & CLEVER STORIES ABOUT
HOW STARTUPS START
the podcast from
nextview

a16z | podcast

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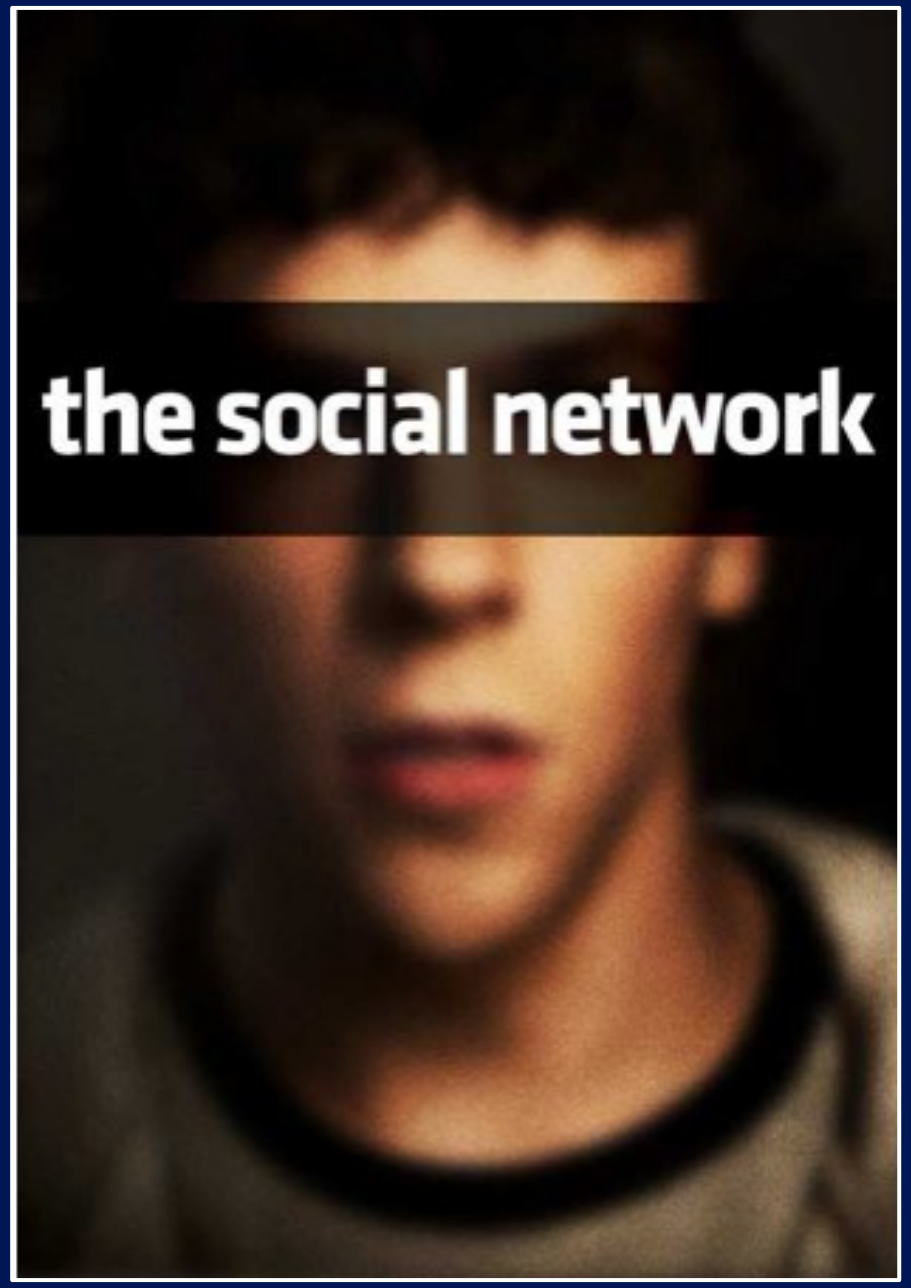
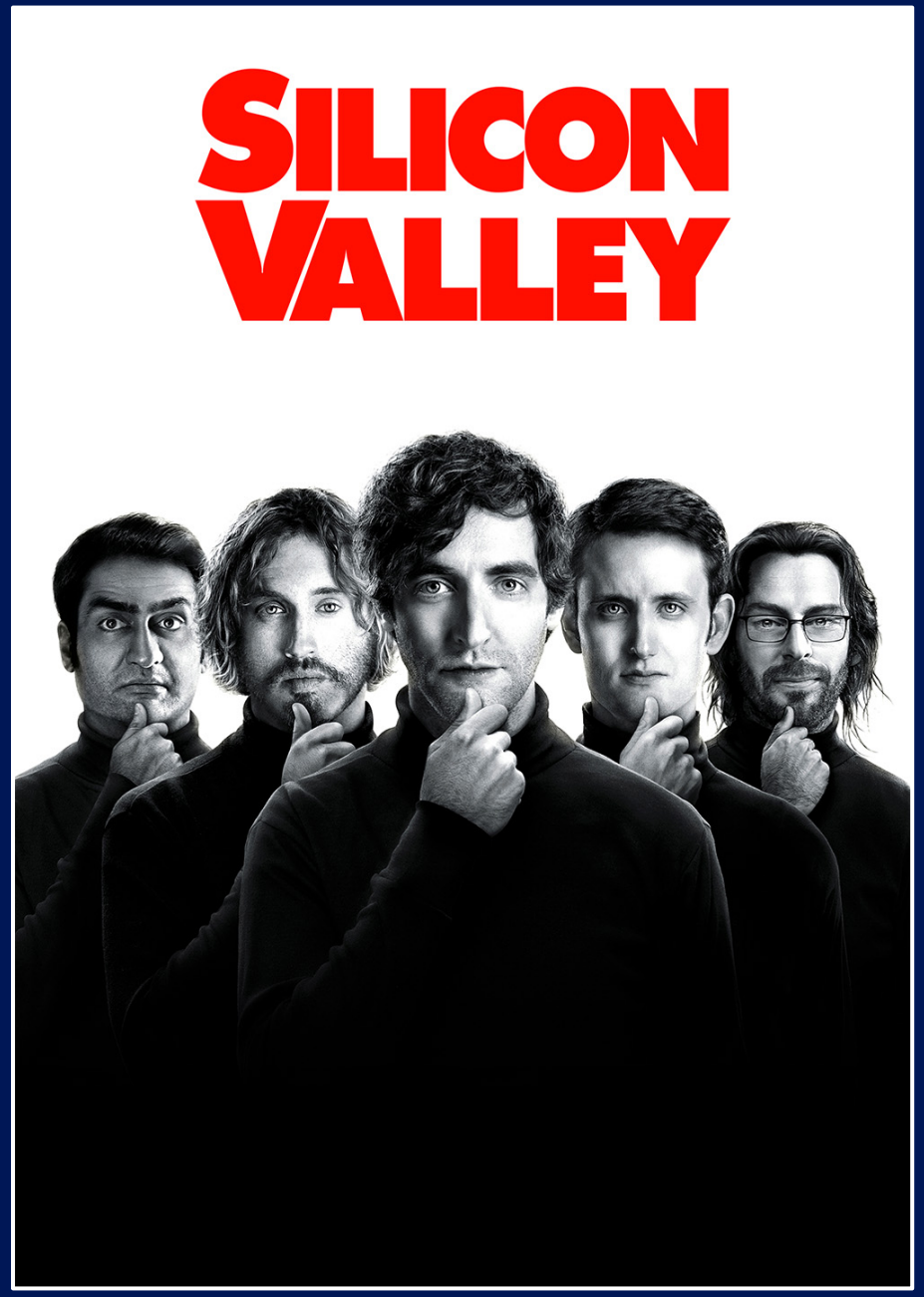

the social network

THE INTERNSHIP
Crashing The System
JUNE 7
PG-13
SEXUALITY, SOME CRUDE HUMOR, PARTYING AND LANGUAGE.

Audience

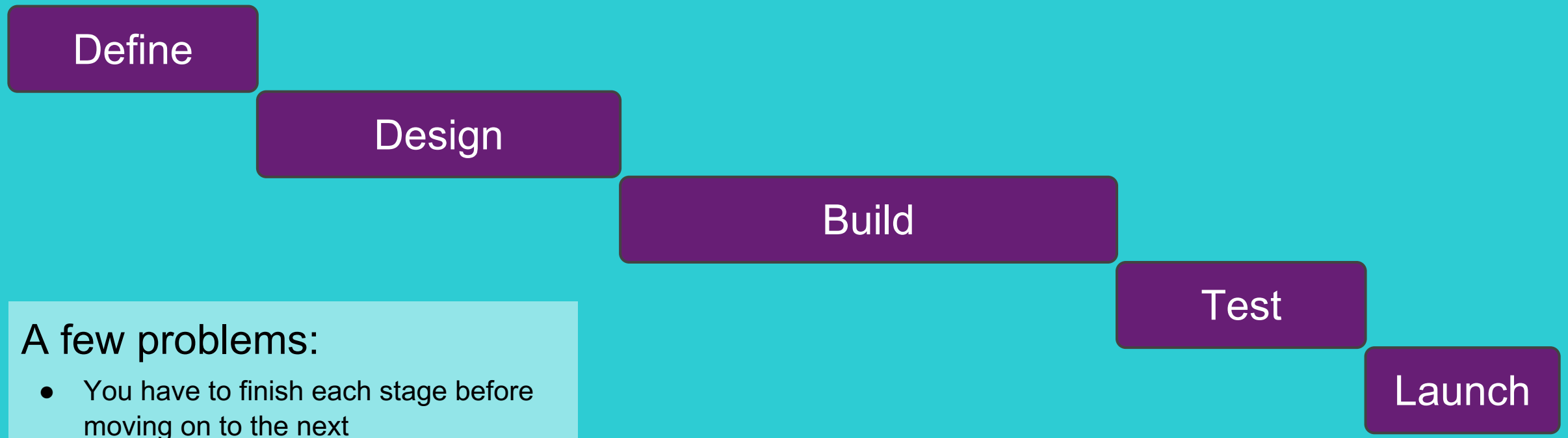


Audience

Agile methodology

Audience

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.

Source: 2017 PWC report: Agile Project Delivery Confidence

Audience

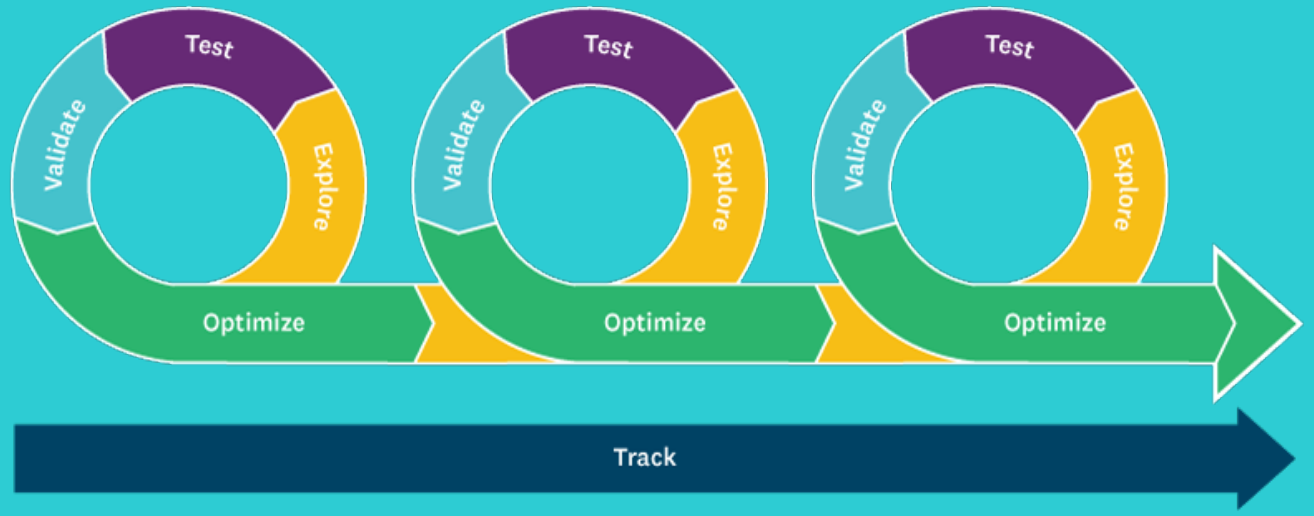
What does this mean for market research?

Audience

We can borrow agile frameworks

Agile Software Development Framework

Agile Market Research Framework



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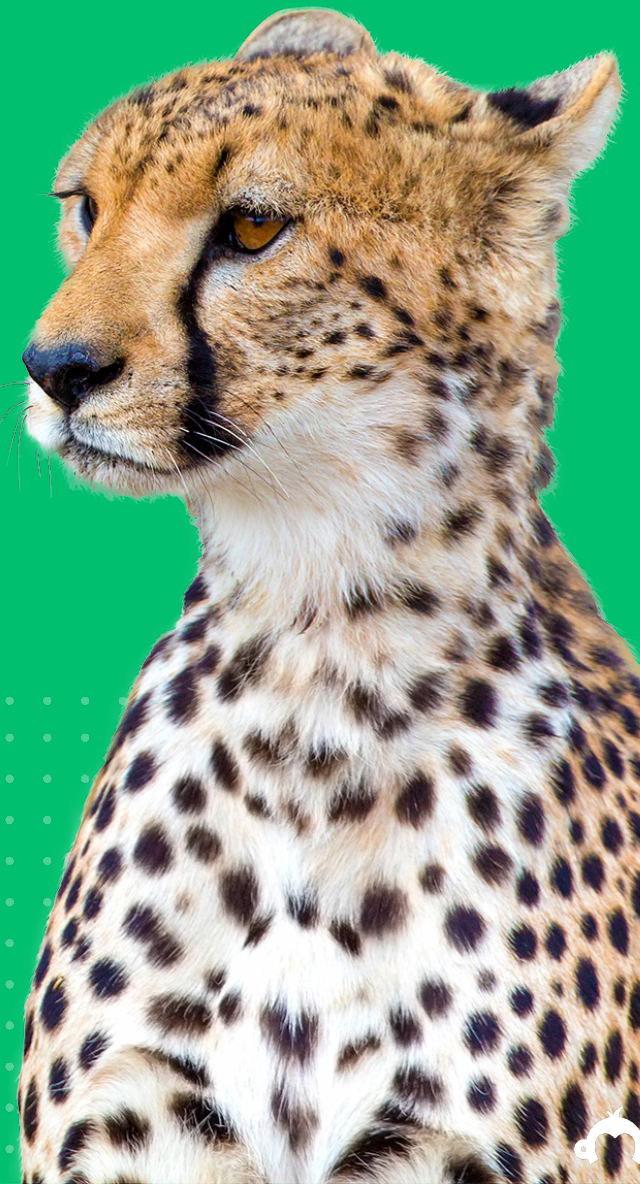
Agile ≠ agility



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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.

Source: The Agile Manifesto, 2001: https://agilemanifesto.org/principles.html

Five agile market research principles

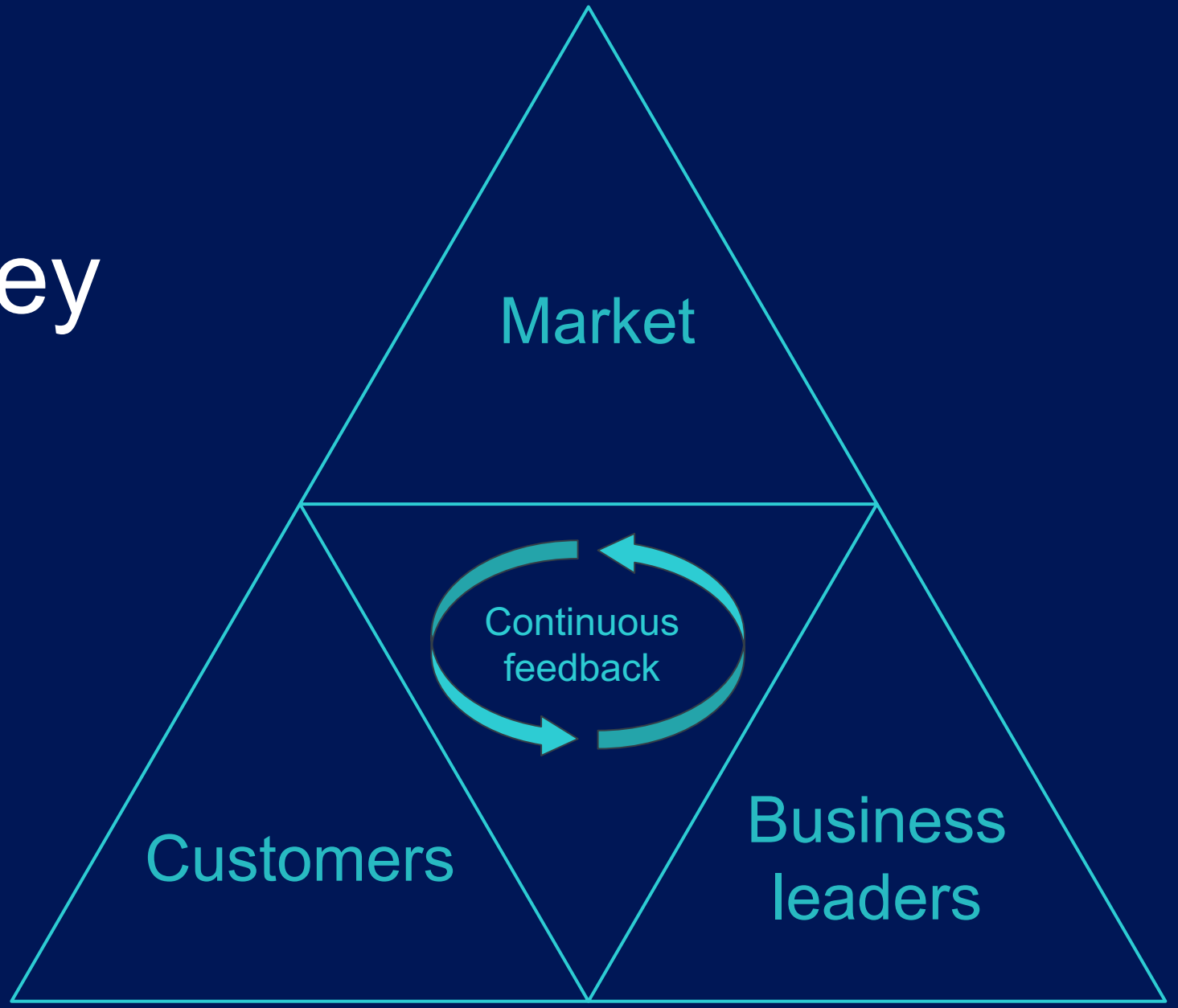
1. Establish feedback loops
2. Deliver faster and more frequently
3. Welcome changes in scope
4. Build a foundation of good research design
5. Regularly reflect on how to improve

Principle 1

Establish feedback loops

Audience

Engage three key constituents



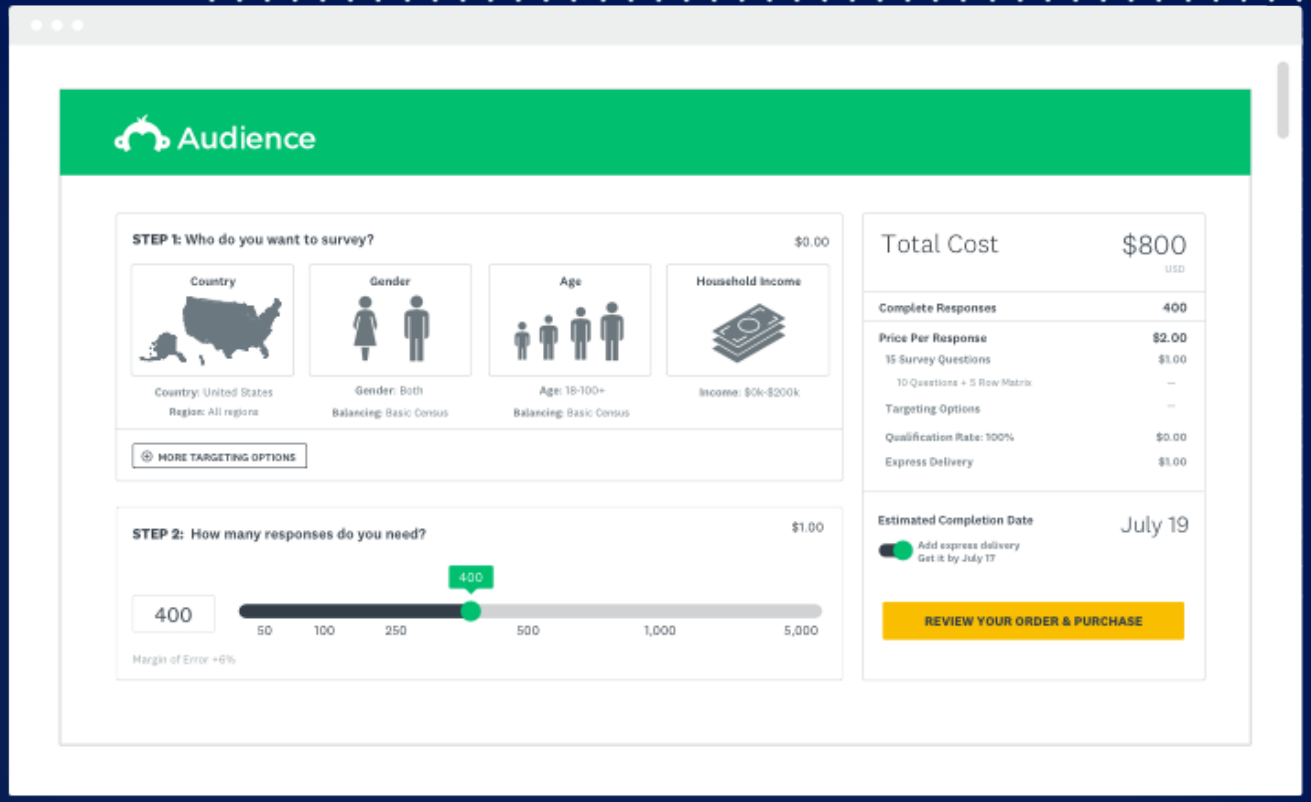
HELIX SLEEP

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



Audience

HELIX

“”

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

Jerry Lin
CEO, Helix Sleep

Audience

Principle 2

Deliver faster and more frequently

56%

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

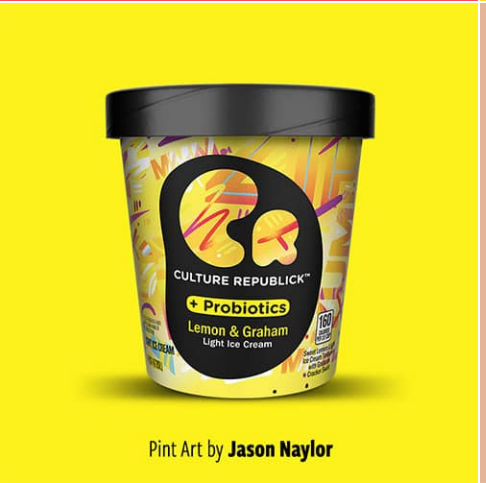
Audience

Pint Art by **Joe Geis**

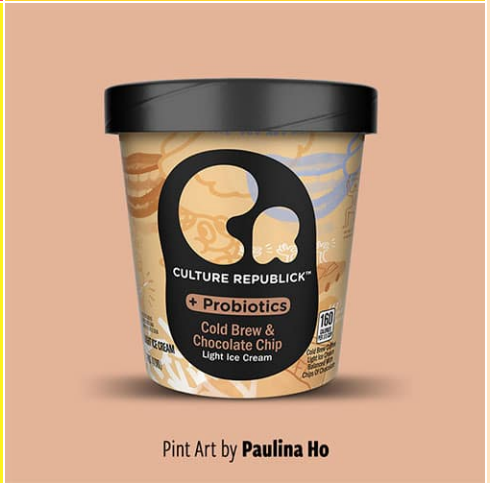
Pint Art by **Teri Kaplan**

Pint Art by **Hawnuh Lee**

Pint Art by **Sarah Dewlin**



Pint Art by **Jason Naylor**



Pint Art by **Paulina Ho**

CULTURE REPUBLICK™

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

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

Audience

Golden milk latte, anyone?

Audience

Audience

STEP 1: Who do you want to survey? $0.00

Country	Gender	Age	Household Income
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

400

50 100 250 500 1,000 5,000

Margin of Error +6%

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

Add express delivery
Get it by July 17

REVIEW YOUR ORDER & PURCHASE

Audience

CULTURE REPUBLICK™
+ Probiotics
Turmeric Chai
& Cinnamon
Light Ice Cream
160
CALORIES
PER 2/3 CUP

Principle 3

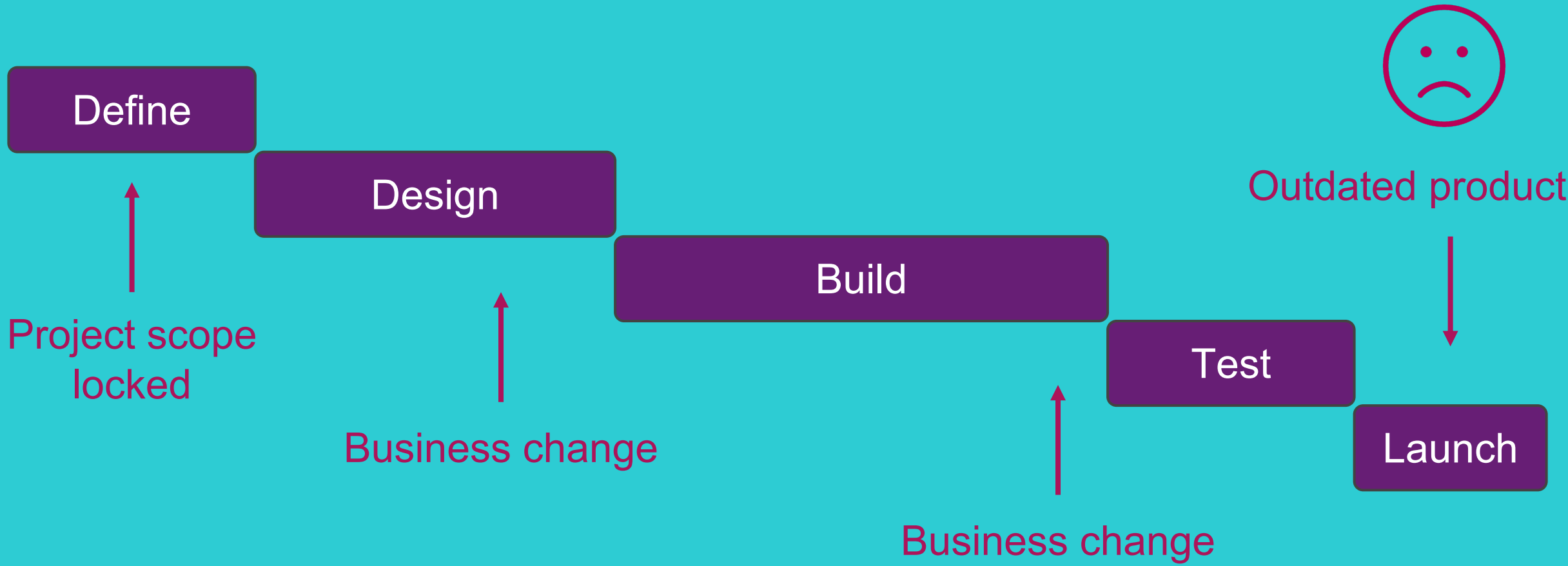
Welcome changes in scope

Audience

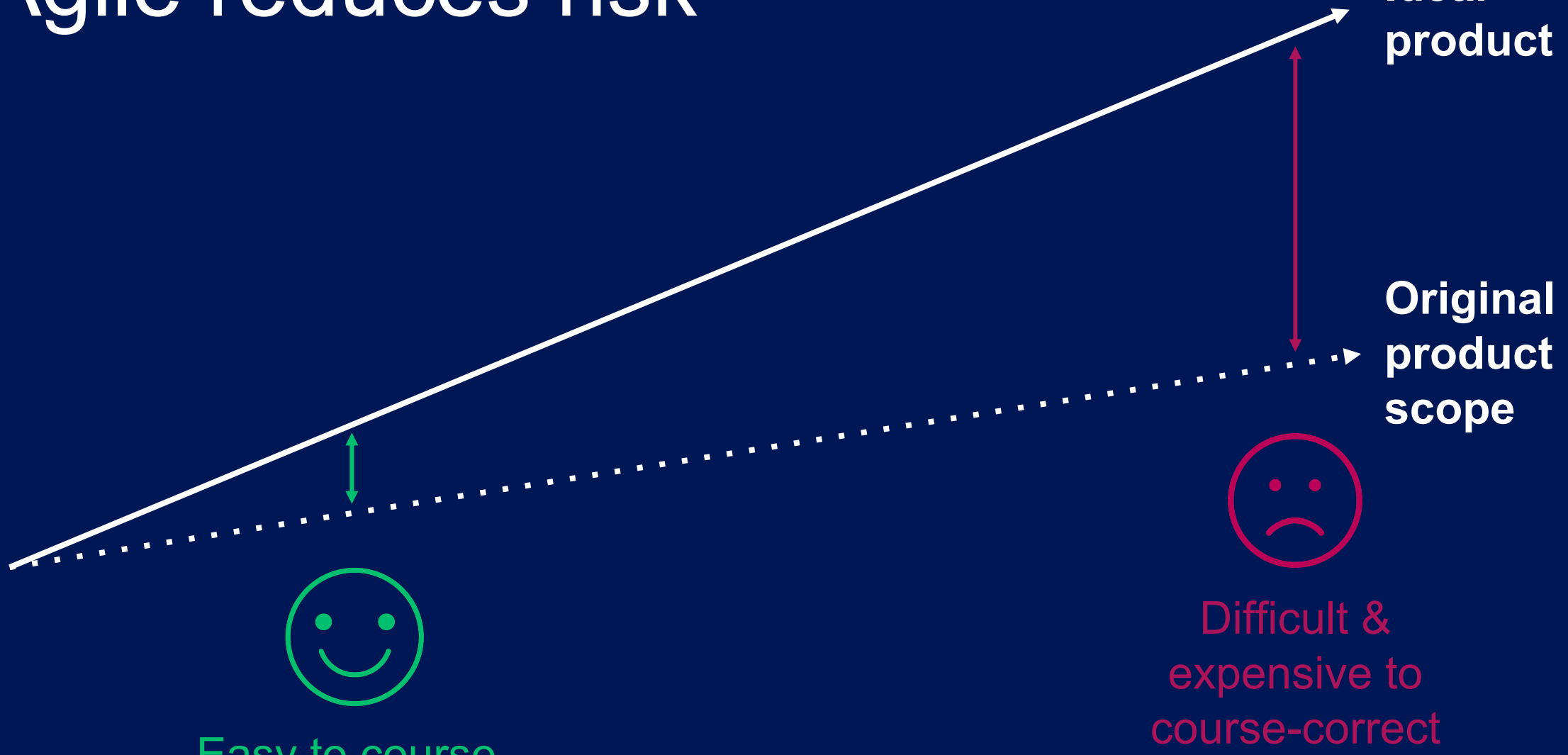
Your reaction, probably.

Audience

The *old* way: Waterfall methodology



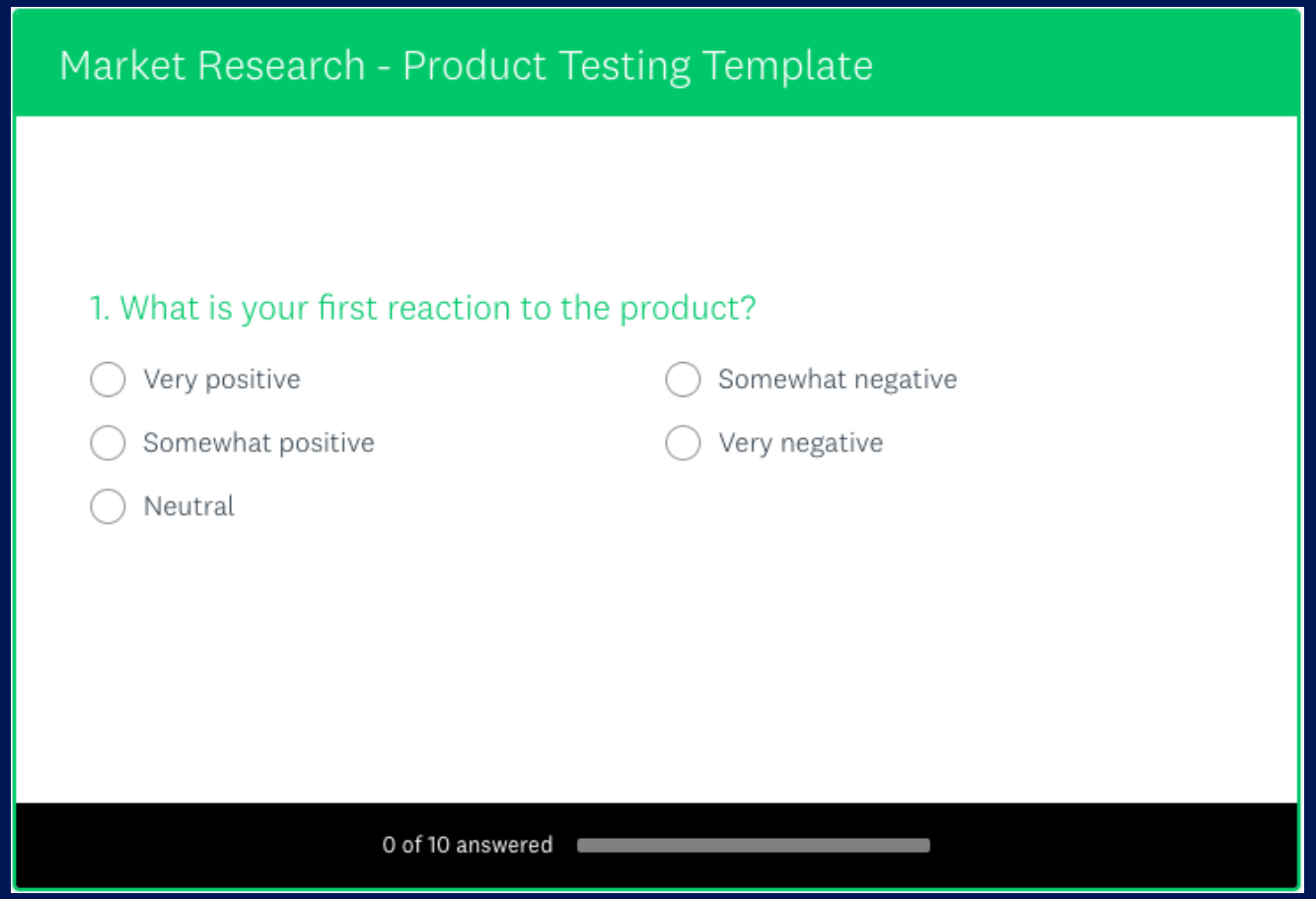
Agile reduces risk



Principle 4

Build a foundation of good research design

Templates and frameworks boost agility



Research can be democratized throughout the organization

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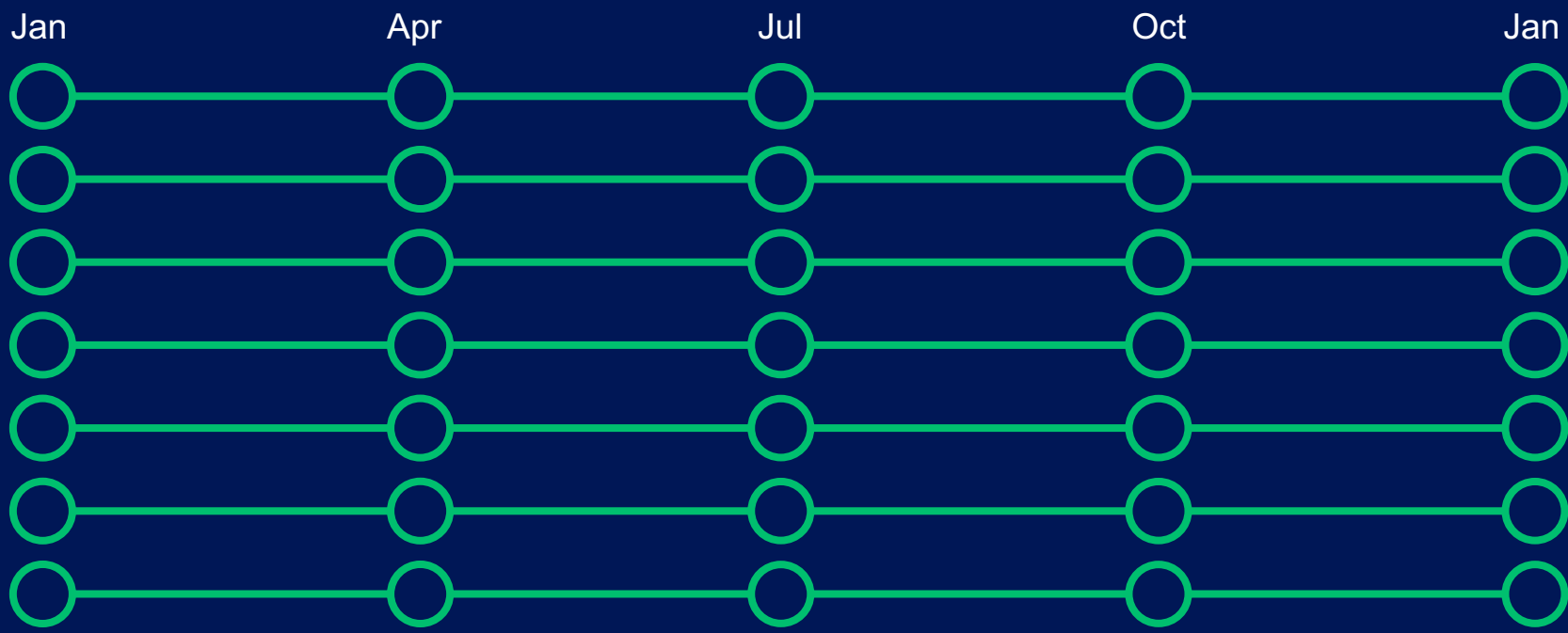
1 annual project with full-service

7 quarterly projects with DIY



Audience

DIY+

Our experts are here to help

Principle 5

Regularly reflect on how to improve

Audience

People > Process

Audience

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

Source:Atlassian, AI and the Future of Teamwork

Audience

Five agile market research principles

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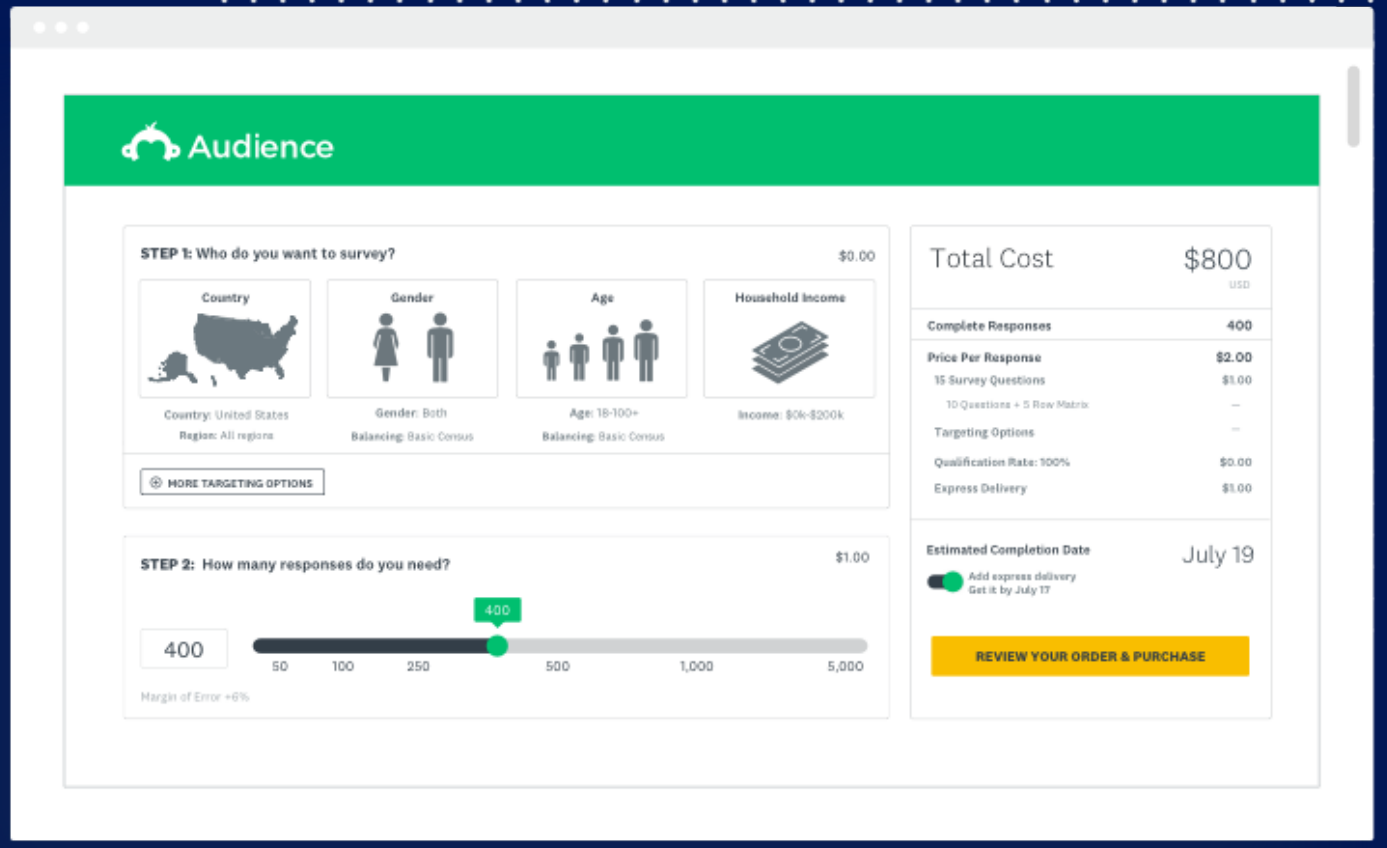
Visit our booth for a demo!



Audience

surveymonkey.com/audience

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