



Square Peg, Round Hole: What are We Missing?

Quirks London 2019
Best Practices Workshop

Key takeaways:

1. Rethink our categories
2. Modernize our approach
3. Questions need to remain relevant to provide the useful insights
4. For our research to remain relevant we need to change

*Are our categorizations relevant?
Are screeners and the quantitative way we collect screening data
for qual research limiting us?*

From the research perspective, we see time and again that people do not necessarily live the categories that we define.

As millennials and Gen Z, we are doing our clients a disservice by not addressing these changing needs. We can't generate actionable insights if we don't adapt our paradigm to the present realities and recognize that some of our old categories need to be eliminated.

From an analytic perspective, we need to make recommendations on relevant categories.



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