



CENTERCODE  
**DELTA**'20

# How to Think Like a Researcher

# About Me

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# Agenda

- 1 Planning
- 2 Recruiting
- 3 Collecting
- 4 Analyzing
- 5 Reporting

# Testing Life Cycle

Planning

Recruitment

Collect Feedback

Analyze Feedback

Results



2 out of 5 professionals **have issues**  
recruiting the number of testers they want



3 out of 5 professionals **have issues**  
getting enough testers to provide feedback

# Testing Life Cycle

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# Testing Life Cycle

Planning

Recruitment

Collect Feedback

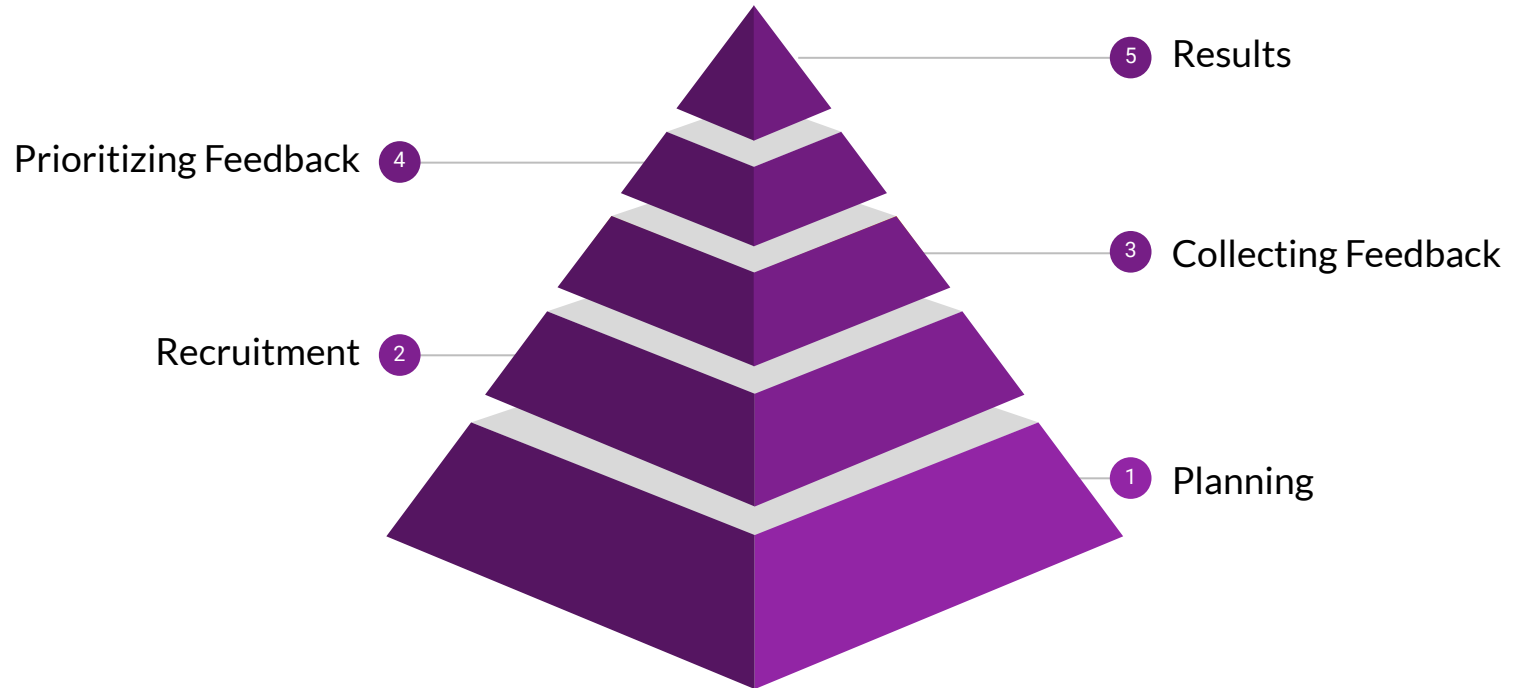
Prioritize Feedback

Results

**1 out of 3**

Professionals felt the **right amount of time** was spent scoping their CV projects

# Testing Life Cycle (Cont.)

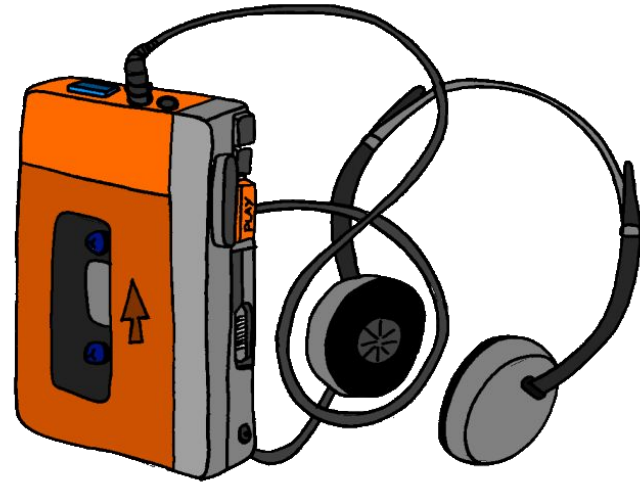


# The Music Machine

Music player

Able to play up to 25 songs

Portable

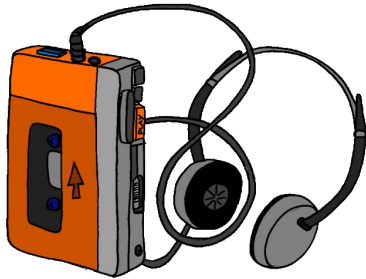




1. **Planning**
2. Recruiting
3. Collecting
4. Analyzing
5. Reporting

# What Is Currently Planned in CV

## What Is Being Tested



## Who Will Test

Employees

Customers

Friends and Family

## How Long the Test Will Run

Deadline - Product Release

Stakeholder Driven

# What Could Use More Attention



Objectives



Recruitment



Methodology

# Create Specific Objectives



Determine 3-5 objectives per project

Think about **why** you are testing this

How will the data be used

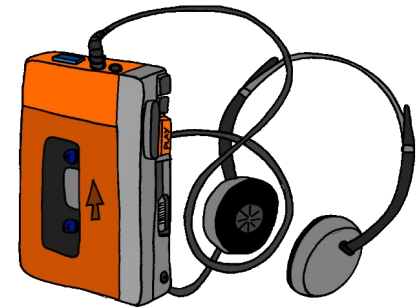
# Our Product Objectives

Test the sound quality of our device

Ease of use - switching from one tape to the next

~~How customers feel about the design~~

Measure customer satisfaction rates



# Recruitment



Be Specific

Demographics, psychographics, technographics

How will this affect reporting?

Segmentations - comparing testers with different attributes

# Who Are We Recruiting?



Millennials (ages 23-37)

Lives in Southern California

Music buff

Listens to music often

50/50 Apple music/Spotify subscribers



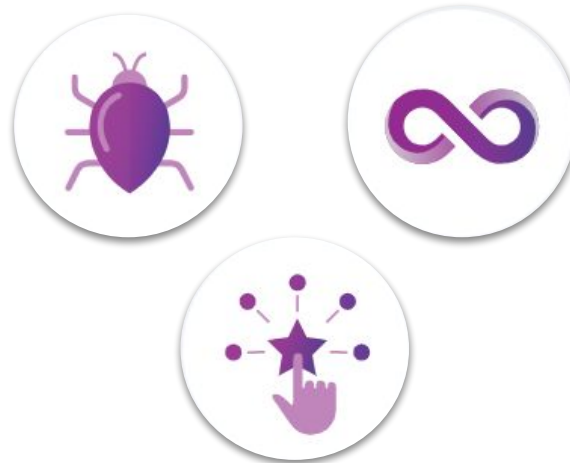
# Methodology

Alpha, Beta, and Delta testing

Feedback forums

Interviews

Surveys





# Methodology



**Week 1:** Play X number of songs at different volume levels

Provide feedback on sound quality

**Week 2:** Switch between Tape A (front/back) and Tape B (front/back)

Provide feedback on ease of activity

**Final Survey:** Measure customer satisfaction

# The Music Machine Test Plan



Topic Overview

Methodology

Objectives

Recruitment Specifications

Stakeholders

Reporting

Project Timeline

Purpose

1. Planning
2. **Recruiting**
3. Collecting
4. Analyzing
5. Reporting

# Look Back to Your Objectives



Test the sound quality of our device

Ease of use - switching from one tape to the next

Customer satisfaction rates

# Look Back to Tester Requirements



Millennials (ages 23-37)

Lives in Southern California

Music buff

Listen to at least 4 different  
genres of music

Listens to music often

Listen to music at least 1 hour  
every day

50/50 Apple music/Spotify subscribers

# Additional Tips for Recruitment



Where will you  
find your target  
audience



Look for  
enthusiastic  
testers



Communicate  
your expectations

1. Planning
2. Recruiting
3. **Collecting**
4. Analyzing
5. Reporting

# Collecting Phase



Refining weekly  
activities



Collecting feedback  
from testers



# Look Back At Methodology



What materials do you need to prep for your testers?

Keep your testers top-of-mind

Will testers understand what you are asking of them?

# The Music Machine - Week 1

Objective: Test the sound quality of our device

1 Listen to 3 songs on volume level 2



2 Listen to 3 songs on volume level 5



3 Report feedback in appropriate forum



# The Music Machine - Final Survey



Objective: Customer satisfaction rates

How would you rate your overall satisfaction with the Music Machine?

Very dissatisfied

Dissatisfied

Neither satisfied nor dissatisfied

Satisfied

Very satisfied

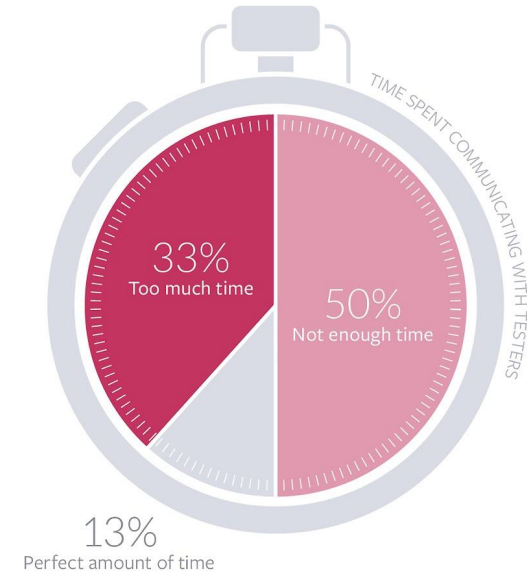
# Communicate With Your Testers

Set expectations for feedback

Be concise

Be responsive

Show gratitude



# The Music Machine - Week 1

## Issues

When I played the Music Machine at Volume 2 I couldn't hear anything. I'm not sure if the issue is the headphones or the machine itself.

1 REPLY



#1



**Betabound Admin** 32 Minutes ago

Thank you for your feedback, John. We've been seeing this issue more often and have instructions [here](#) to test whether it is the headphones or the machine.

1. Planning
2. Recruiting
3. Collecting
4. **Analyzing**
5. Reporting

# Analysis in CV

384

FEEDBACK

1.8K

SURVEYS

## Customer Satisfaction

Very Dissatisfied

11%

Dissatisfied

19%

Neither Satisfied Nor  
Dissatisfied

15%

Satisfied

27%

Very Satisfied

28%

# Improving Product Analysis

Think back to product objectives

Look at your segmentations

Go deeper in your analysis





# Music Machine Data Slices

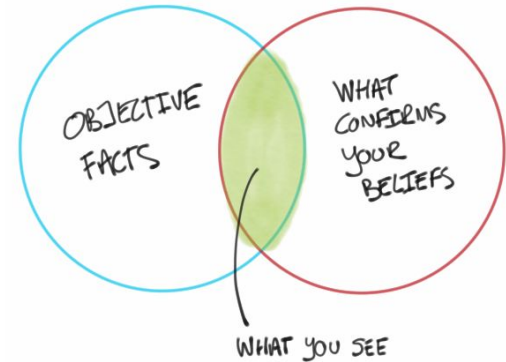
Customer Satisfaction			
	Apple Music	Spotify	Total
Very Dissatisfied	8%	3%	11%
Dissatisfied	15%	4%	19%
Neither Satisfied Nor Dissatisfied	9%	6%	15%
Satisfied	10%	17%	27%
Very Satisfied	8%	20%	28%
<b>Grand Total</b>	<b>50%</b>	<b>50%</b>	<b>100%</b>

# Additional Tips For Analysis

Compare data to past results

Confirmation bias

Keep reporting in mind as you analyze



1. Planning
2. Recruiting
3. Collecting
4. Analyzing
5. **Reporting**

# Why Reporting is Necessary

Convey a message

Change to the product

Improvement to testing program

Buy-in from stakeholders



# Tips to Improve Reporting



Storytelling



Data Visualization



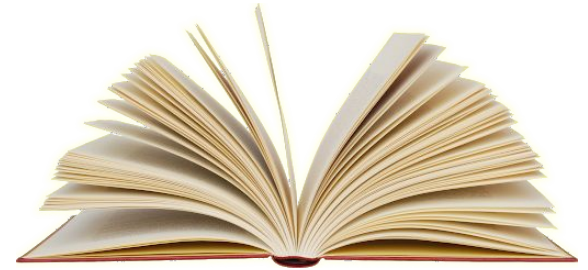
Actionable  
Recommendations

# Storytelling

Who's your audience?

How will they receive the report?

What message are you trying to convey?



# How to Build Your Story



Beginning

What is  
the problem?

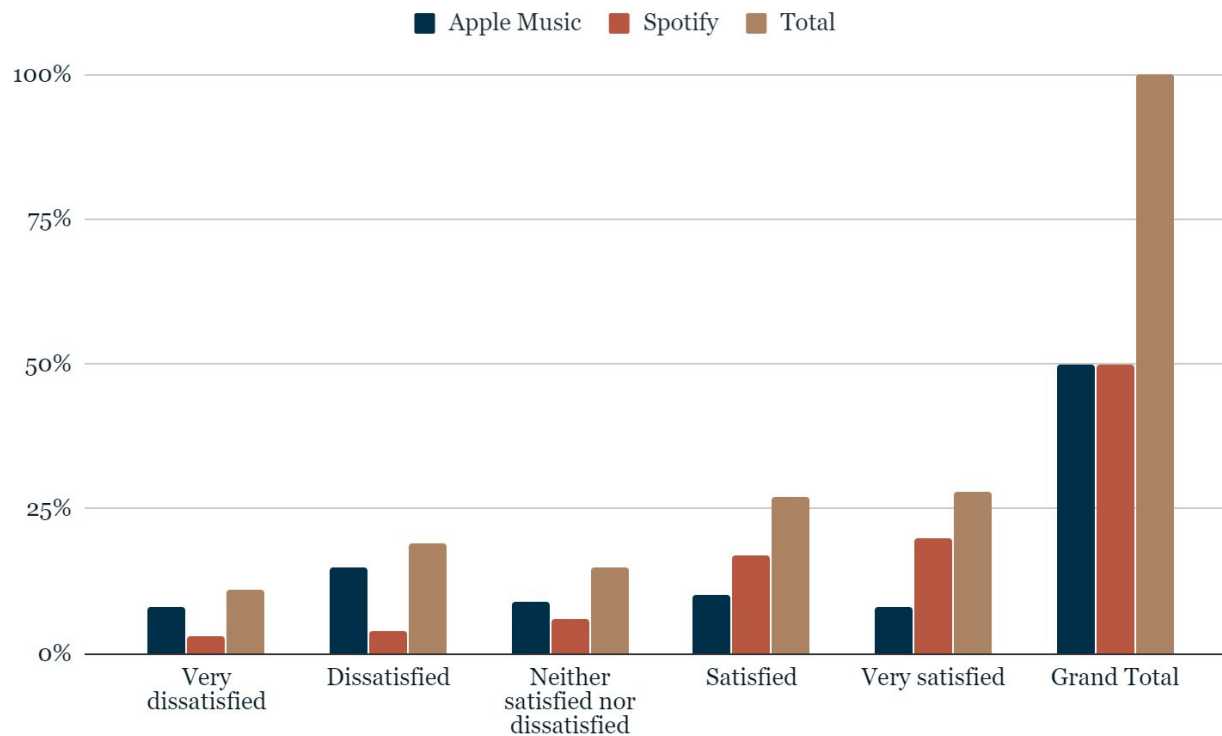
Middle

What will happen if  
nothing is done  
about the problem?

End

How do I solve  
this problem?

# Music Machine Satisfaction Data





# Data Visualization

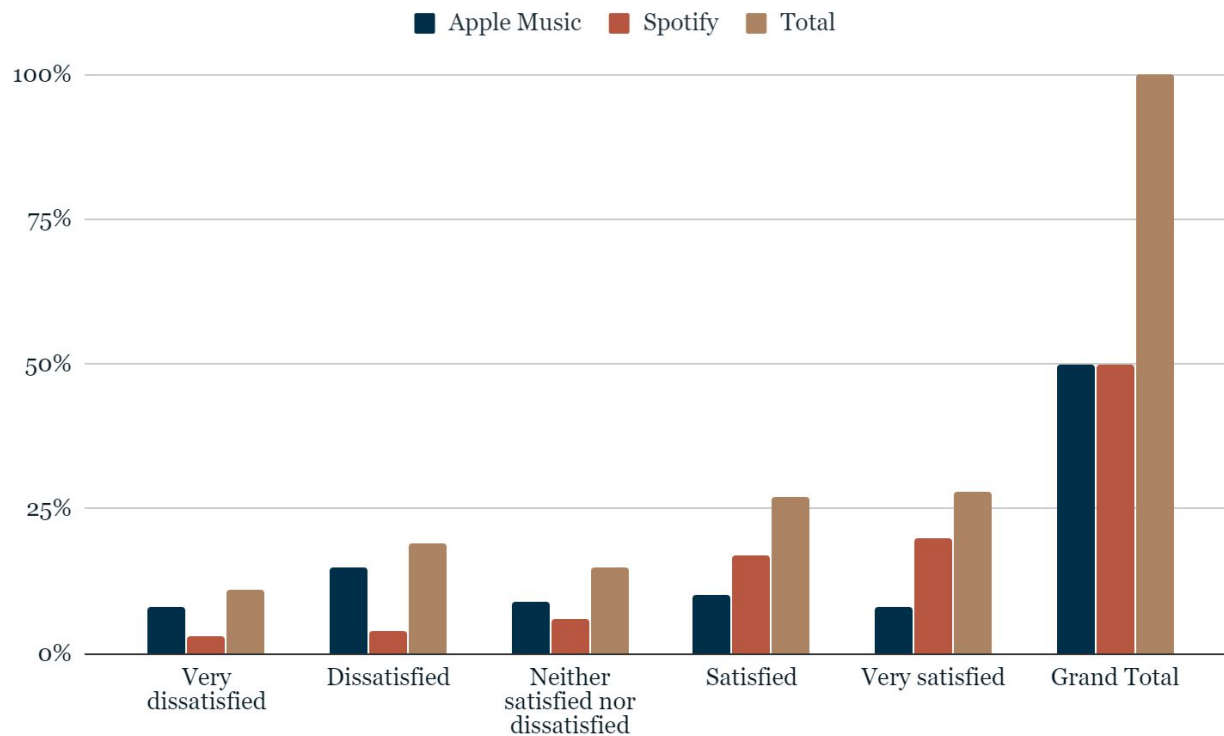


What is going on in the data?

How can we best display this?

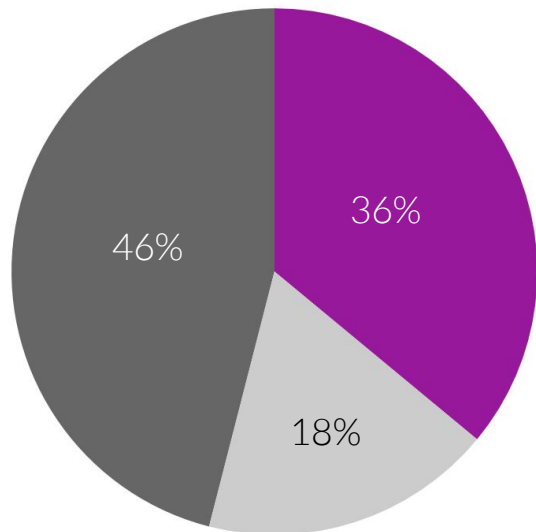
Draw attention to where you want to focus

# Music Machine Satisfaction Data

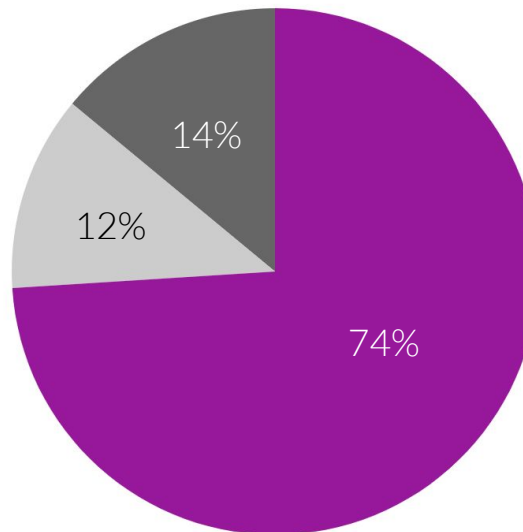


# Music Machine Satisfaction Data

Apple Music



Spotify



# Actionable Recommendations



Emphasize why the change is needed

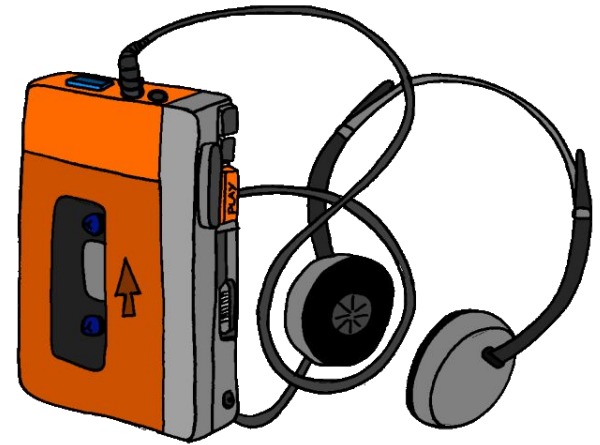
What are your next steps?

What do you need out of your audience?

# Music Machine Recommendations

Fix issue with headphones

Conduct further research to understand what drives varying opinions between Apple music and Spotify subscribers



1. Planning
2. Recruiting
3. Collecting
4. Analyzing
5. Reporting
6. **Project Evaluation**



**BONUS**

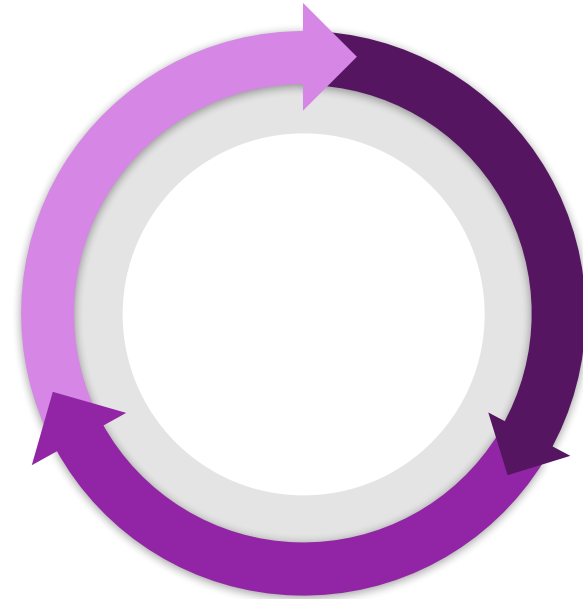
# What to Look Back On

Project Plan

Recruitment

Tester Engagement

Objectives



# Project Plan

## The Music Machine Test Plan

Topic Overview

Methodology

Objectives

Recruitment Specifications

Stakeholders

Reporting

Project Timeline

Purpose

Did you miss any steps?

Was there anything to add?



# Project Plan

## The Music Machine Test Plan

Topic Overview

Methodology

Objectives

Weekly Activities

Stakeholders

Recruitment Specifications

Project Timeline

Reporting

Purpose

Did you miss any steps?

Was there anything to add?

# What to Look Back On



## Recruitment

# of testers

Meet requirements

## Tester Engagement

## Objectives

# What to Look Back On



## Recruitment

# of testers

Meet requirements

## Tester Engagement

Participation rates

Quality of feedback

Tester drop-off

## Objectives

# What to Look Back On



## Recruitment

# of testers

Meet requirements

## Tester Engagement

Participation rates

Quality of feedback

Tester drop-off

## Objectives

Were they met?

What can be changed about the **project** to better meet **product** goals?

We Made It!

# Recap

- 1 Focus on scoping your project
- 2 Keep your objectives in mind throughout the test
- 3 Keep your testers in mind

# Thank You!



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