

CONSUMER INSIGHTS NEW PROJECT KICKOFF EXAMPLE

Updated X Date

Objective: Why the study was commissioned

Positive Outcome: What action does your audience need to take?

Senior Sponsor: Your #1 decision maker

Steering Committee: To provide regular updates and approve changes to scope

Stakeholders: People you're working with

Strategic Priorities: Require key parties to align on the top strategic objectives

- 1.
- 2.
- 3.

In Scope

1. Just list the primary question(s) you're trying to answer
- 2.
- 3.

Out of Scope

1. Be really exhaustive here with what this doesn't include
- 2.
- 3.

Methodology: How you plan to approach the problem

Update Cadence: How often you plan to update steering committee and stakeholders

Key Dates: Outline key stakeholder meetings and potentially a final wrap-up date

Timeline: Clearly list out timeline of activities

Deliverable: List what will be delivered (e.g., 5-page Powerpoint, adoption model, etc.)

Budget: What the budget is

BONUS:

Methodology Inspiration

Survey – General, TURF, Conjoint, MaxDiff

Qual – ethnography, depth interviews, video diary, focus groups, eye tracking, expert interviews

Data Sets – company-specific data sets

Outside Information – 3rd party reports