

# 4 Ways to Gain Deeper Insight from Research

 **SNAPSHOT  
GUIDE**



# 1

## Start with clear objectives

Define what you want to learn and how it will feed into your innovation pipeline





2

## Recruit with care

Look for articulate,  
imaginative people  
who represent a real  
business opportunity



# 3

## Get into their world

Home visits and digital diaries unlock access to the habits, surroundings and emotions that shape behaviour in real life



# 4

## Invest in skilled moderators

Experts with experience to design research that draws people out, and the analytical ability to turn conversations into strong recommendations



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