

# 4 Ways to Gain Deeper Insight from Research

*u*<sup>TM</sup>  
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



*u*



# 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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