

This project planner will help guide you through the process of kicking off a new project in Relative Insight.



Questions



Data



Comparison



Actions

A typical project in Relative Insight is made up of four stages.

This document will focus on **building questions** and **sourcing data**.

### 1. What is the overarching business problem or client brief you are trying to solve with this project?

*Example: Understanding the market landscape in the breast cancer treatment area*

### 2. Who are you trying to learn about?

*Example: Healthcare professionals and patients*

- |   |  |
|---|--|
| <input type="checkbox"/> Patients                 | <input type="checkbox"/> Industry thought leaders    |
| <input type="checkbox"/> Healthcare professionals | <input type="checkbox"/> The public, generally       |
| <input type="checkbox"/> Competitors              | <input type="checkbox"/> Other: <input type="text"/> |

### 3. What are you trying to learn about?

*Example: the way they discuss existing treatment options for breast cancer*

- |  |  |
|--|--|
| <input type="checkbox"/> The way they talk about a particular disease area: <input type="text"/> | <input type="checkbox"/> The way they talk about a particular treatment or product: <input type="text"/> |
| <input type="checkbox"/> The language they use, generally  | <input type="checkbox"/> Other: <input type="text"/>   |

#### 4. What is your objective in using Relative Insight for this project?

Example: Identify white space in the breast cancer treatment area

- Measure the success of a product launch
- Understand change in perceptions
- Understand the landscape of a disease area or treatment
- Other:

#### 5. Who is the target audience for your insights?

Example: Product development and brand management teams

- You, or your department
- Another department
- A client
- Senior leadership
- Other:

#### 6. Do you already have the data you want to analyse?

- Yes
- No

If yes, where is it coming from?

Example: In-depth interviews

If no, what are your data requirements?

Example: Patient forums, breast cancer, last 5 years, US & UK

Source(s):

Keyword(s):

Date range(s):

Geography:

#### 7. What is the basis for your comparison?

Example: Comparing healthcare practitioners vs patients, globally and in specific geographies

- Comparing competitors
- Comparing across channels
- Comparing between related disease areas
- Comparing between pharma companies, HCPs and/or patient segments
- Comparing across geographies
- Comparing over time
- Comparing between treatment pathways
- Other: