

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: Incorporating what customers love about our product into our brand messaging

2. Who are you trying to learn about?

Example: Current customers

Current customers
(or a particular customer segment)

Your employees

Target audience(s)

The public, generally

A competitor

Other:

3. What are you trying to learn about?

Example: The way people talk about our product

The way they talk about a particular topic:

The way they talk about a specific product or brand:

The language they use, generally

Other:

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

Example: Developing new brand messaging

- Develop or refine brand messaging Improved customer experience Process improvement Market research and understanding
- Other:

5. Who is the target audience for your insights?

Example: Brand managers

- 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: Customer feedback surveys

If no, what are your data requirements?

Example: Third party review sites, no specific keywords, last 24 months, all geographies

Source(s):

Keyword(s):

Date range(s):

Geography:

7. What is the basis for your comparison?

Example: Comparing between customer segments – satisfied vs unsatisfied customers

- Comparing competitors Comparing across channels Comparing between topics Comparing between customer segments or audience groups
- Comparing across geographies Comparing over time Comparing between demographic groups Other: