

MAKEABLE

CUSTOMER RESEARCHER STARTER KIT

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Customer-Centric businesses don't guess, they investigate. And that starts by knowing when to listen, when to measure, and how to combine both approaches effectively.

Whether you're launching a new product, improving a digital experience, or simply trying to understand your customers better, choosing the right research method can make or break your strategy.

This starter kit will walk you through the key differences between **Qualitative** and **Quantitative** research, help you decide which to use based on your goals, and give you practical tools to get started.

QUALITATIVE VS QUANTITATIVE

QUALITATIVE

Explore behaviors, perceptions, and motivations

Text-based, non-numerical

Small (5-15 participants)

Interviews, Focus Groups, Customer Persona

Themes, Narratives, Deep Insight

QUANTITATIVE

Measure trends, behaviors, and correlations

Numerical, statistically significant

Large (+100 respondents)

Surveys, A/B Tests, Data Analysis

Graphs, Statistics, Patterns, Segments

Primary Goal

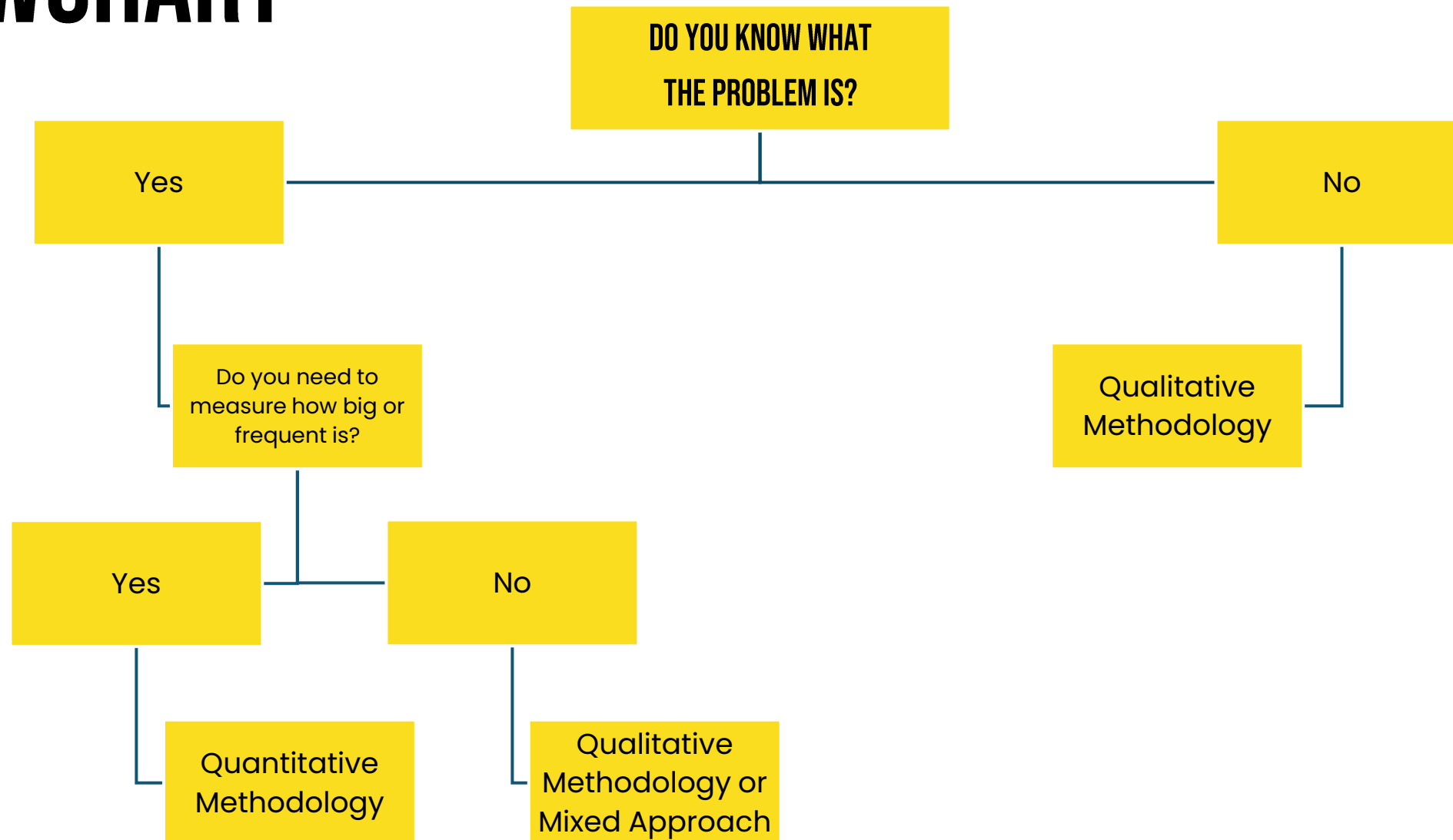
Data Type

Sample Size

Methodology

Output

FLOWCHART



STEP – BY – STEP

TIMELINE

OBJECTIVE

Clearly define the objective of the project and the outcome you are expecting.

PROFILE

Clarify who is your target audience. Define their age, habits, occupation, salary, education.

The more specific, the better.

METHODOLOGY

Decide whether to use a Qualitative, Quantitative or Mix Approach.

Consider time, ease of recruitment, budget and goals.

ANALYSIS

.Use the feedback provided by your customers, and look for patterns, frustrations, motivations, etc.

If a qualitative methodology was used, make sure to transcript the interviews / focus groups.

REPORT

Develop a report with the findings, provide motivations and insights. Support the information using quotes of the customers.

MISTAKES TO AVOID

1. ASKING LEADING OR BIASED QUESTIONS

Poorly worded questions can push respondents toward a certain answer, leading to misleading results.

Instead of *"How easy was it to use your experience using the platform?"*

└─ "How would you describe your experience using the platform?"

2. SKIPPING THE "WHY" BEHIND THE BEHAVIOR

It's tempting to stop at numbers: 40% of users dropped off → But WHY?

Quant tells you what is happening, only qual tells you WHY. Don't skip interviews or open-ended questions when the context is unclear.

3. TRYING TO CONFIRM, NOT DISCOVER

If you're only looking to validate a pre-set belief (e.g. *"Our checkout is fine"*), you'll likely miss critical frictional points. Go into research with curiosity, not just confirmation bias.

4. FALLING TO PILOT TEST

ALWAYS test your survey or interview guide with several people before going live. It's the easiest way to catch confusing questions, technical issues or bling spots in survey logic that will be more difficult to fix after the launch.

5. NOT SEGMENTING RESPONSES

If you don't break down your data by key variables (Age, Tenure, Gender), you might miss powerful patterns.



NEED A HAND?

We can help out with consultations, training or delivery.



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