infomineo
VALUE ADDED BUSINESS SERVICES

Infomineo Academy

**Lesson 1:
The Research Process**

How to structure your research process?

Start

Research Process

1 **Intake**

The first step of research is critical and involves ensuring an adequate understanding of the topic, including its context and any unfamiliar terminology. This step also involves planning the research and outlining the methodology.

2 **Execution**

The next step involves aggregating information and thinking critically about what information to filter. This step also involves triangulating data to ensure the quality and credibility of findings.

3 **Delivery**

The last step involves delivering insights beyond the gathered data by synthesizing and packaging findings in a manner that facilitates their analysis. It also involves the generation of new hypotheses for additional research.

How to optimize every research step?

Intake

- Understand the context by asking the right questions
- Identify the type of data that can answer the initial question
- Outline the research methodology

Execution

- Collaborate closely with the client through regular updates
- Flag any potential data limitations early on
- Use a combination of complementary approaches and tools to overcome data limitations and ensure the quality of findings

Delivery

- Analyze data to derive insights
- Package insights in a way that directly answers the question
- Provide backup information
- Explain findings and limitations
- Provide next steps based on the objective

Best practices for conducting high-quality research exercises

DOs

✓ Focus on **understanding the main objective of the request and the research context.**

✓ Implement a **combination of complementary research approaches** to ensure the reliability of data.

✓ Keep in mind that when data is limited, **using proxies and triangulation** can be helpful.

✓ Assess **source credibility** by searching for the source of the source. Share any limitations with the client.

✓ Synthesize your research findings into **actionable insights** that could help with the decision-making process.

DON'Ts

✕ Don't jump right into execution of the research request before understanding the overall context.

✕ Don't limit yourself to one approach. Consider additional approaches such as expert interviews or macro economic research.

✕ Don't give in easily. There is always a way to find answers to your questions.

✕ Don't use the first data point you find as your final output. Instead, spend some time comparing data across multiple sources.

✕ Don't get carried away with research. Always leave enough time for packaging and handover.