

Design Screener

Team:

About this tool:

The design screener is intended to be a shorthand approach to aligning on the 'who' involved in the research. It should help to refine the types of participants to engage with and raise any

discussions around gaps in the insight strategy. As companies we tend to focus our research on the stakeholders in key accounts, but there is an opportunity to look broader across the ecosystem

to identify emerging insights that are living below the surface. Ask yourself who related to the challenge may have an interesting point of view of what's happening and attempt to bring more fringe profiles into the conversation.

	Participant #1	Participant #2	Participant #3	Participant #4	Participant #5
Description					
Requirements					
Logistics					