



360° Discovery Process®

Strategic Input for Intelligent Study Design

Co-production with the client is the core of our 360° Discovery Process®. IdeaSpan believes that co-production within the research process yields the best results for our clients. Combined with our own market exploration, your strategic insights are incorporated into intelligent questionnaire development and study analysis.

Infusing Intelligence and Strategy into the Research Process

The 360° Discovery Process® permeates our team approach to each study. Your IdeaSpan project team comes together a minimum of throughout the study to discuss your *objectives*, *new discoveries* and the *best strategies for answering your business questions*.



While a Sr. Analyst is the project's and the client's torchbearer, our process fosters accountability among each project team member for enhancing the intelligence of the project. In addition, the 360° Discovery Process® closes the loop, capturing acumen to be employed in your next IdeaSpan experience.

Leveraging your Results

The most important phase is to *communicate* findings to your strategic team! In addition to producing *presentation-ready* reports, the IdeaSpan strategic team works with you to assure your stakeholders understand the *implications* of your results and how to *leverage* this knowledge throughout your company. Your IdeaSpan Strategic Team is 100% committed to this critical mission—facilitating expert presentations at no cost to you. The IdeaSpan Research Strategist assists with insights into future smart marketing research strategies.