

Zenworkz Research Process Steps

Establishing the Research Purpose:

The most critical part of a research project is to clearly define the purpose of the research and to outline how the findings will be used to take action. At this stage, Zenworkz will consult with you to formulate a briefing for your project. This will be used to establish the following:

- The purpose, objectives and assumptions - What issues are to be explored? What questions need to be answered? What sensitivities are there?
- The needs and importance of the research.
- Research background - Relevant facts and history of previously conducted research.
- Reporting requirements - How do you want the results to be reported?
- Budget and timeframe.
- A quote.

Research Design:

Once the goals of the research have been defined, Zenworkz will present you with a number of alternatives for your research project in a proposal. Zenworkz will devise the most appropriate research method based on your information needs and budget.

Conducting Research

The time it takes for the research to be conducted will vary depending on the methods used. Zenworkz now has the ability to survey online and will keep you informed at every stage of the data collection period.

Presenting Results:

Upon completion of the research, Zenworkz will provide a full in-person review of your results. More importantly, we will provide insight into what the results mean for your business. Zenworkz will provide you with concise reporting and materials to assist with the effective communication of the results and their true meaning throughout your organisation.

Taking Action:

All research projects should result in action. Zenworkz has the business and marketing expertise to assist with the formulation and implementation of strategies around your research findings. Our researchers are always available to assist you with any queries or questions regarding the research, results and its implications.