

Agile research evaluation sheet

A STEP-BY-STEP GUIDE TO VENDORS, PLATFORMS, AND PARTNERSHIPS

Finding the right tools and partners for agile transformation is no easy task. This checklist is meant to help you understand the needs of your organization and what research platforms, suppliers, and solutions stand to help you meet them in the best way possible.

STEP

1 Define your evaluation

- A What problems is your company trying to solve?
- B Which stakeholders need to be on the evaluation team?
- C What challenges are your stakeholders experiencing?
- D What complex research functionality do you need to achieve your goals?
- E What audiences do you need to reach?
- F What is the ideal timeline for a research project or study?
- G What support and service offerings do you need?

STEP

2 Evaluate agile research suppliers

- A What vendors are in the space?
- B Are they resourced and able to support a business like yours?
- C Does their platform support your advanced research needs?
- D Do they have referenceable clients that have solved similar challenges?
- E How satisfied are their clients?
- F What's their market standing?
- G Are they continuously innovating and improving their offerings?
- H Can their customers measure success?
- I Do their support and service offerings align with your needs?
- J Are there hidden costs?
- K Can they provide access to the required audiences?
- L Does this supplier's pricing model match your budgetary needs?
- M How secure will your data be?

STEP

3 Build a weighted evaluation rubric

- A What requirements are most and least important to your evaluation?
- B Which are must-haves and which are nice-to-haves?
- C Compare vendor capabilities against weighted evaluation criteria.

STEP

4 Validate the solution

- A Can you secure a pilot to test a short list of vendors or the chosen vendor?
- B Can you measure the success of using the platform?
- C Are you happy with the vendor's learning materials, services, and support services?
- D Did the platform meet all functional requirements?



Get the full agile insights transformation guide! Looking for more guidance in navigating your path to fast, iterative consumer research? We've built a comprehensive whitepaper with all the helpful details you'll need to succeed.

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