

Your must-have checklist for recruiting for and conducting successful media market research

Item	Notes/Actions	Complete (Y/N)
Research goal	Goal:	
Methodology	Methodology <i>(delete as appropriate)</i> : <ul style="list-style-type: none"> • Accompanied Shopping • Design Sprint • Ethnography • Focus Group • Online Focus Group • Market Research Online Community • User Research • Remote User Research 	
Recruitment	Method(s) <i>(delete as appropriate)</i> : <ul style="list-style-type: none"> • Community/panel • Social media • Forum • Desk research • Refer a friend • Targeted advertising 	
Validation		
Timescales		
Task creation		
Recruitment Agency?	<i>(Delete as appropriate)</i> : Yes/No	