**Qualitative Interviews Research Brief Template**

*Last Updated: May 2024*

***This is a template for a qualitative interviews research brief - the italicized text is intended to provide additional context and examples.***

**SECTION 1: BACKGROUND**

*Provide a brief summary of the context of the project:*

* *Who are the key stakeholders?*
* *What is the goal of the marketing campaign?*
* *How will the research insights be used for the marketing campaign?*

*You can copy paste this information from the campaign brief.*

***For example:***

*The State of New Jersey is looking to enroll eligible residents in a new, $10MM Lifelong Learning Account (LiLA) pilot program. The 3-year pilot will enable low-income New Jerseyans to obtain basic education, upskill or re-skill to obtain jobs that pay higher wages and offer opportunity for further advancement. Resident enrollments will be led by three training providers procured by the State.*

*In support of this new initiative, the Office of Innovation will lead the development of an informational microsite that provides an overview of the LiLA program.*

*In support of this goal, research will be conducted to gain insight into the motivations of the LiLA audience.*

**SECTION 2: RESEARCH OBJECTIVE**

*Specify the goal(s) of conducting the research:*

* *What does the team hope to learn?*
* *What will be the outcome of the research?*

***For example:***

*Create understanding into the motivations of low income unemployed/underemployed New Jerseyans, including aspirations and pain points. Uncover emotional insights to be used to inform advertising communications.*

**SECTION 3: METHODOLOGY**

*Specify the details of the research methodology:*

* *What kind of interview will be conducted - structured, semi-structured, or unstructured?*
* *What is the duration of the interviews?*
* *Will the interviews be conducted in-person or virtually?*

***For example:***

*Qualitative interviews (30 minute, 1-on-1 discussions) conducted over Zoom.*

**SECTION 4: AUDIENCE SEGMENTS**

*Define the subgroups within the target audience that will be the focus of the research:*

* What are the defining characteristics of each of the subgroups?

***For example:***

*Two discrete audiences will be interviewed:*

1. *Unemployed*
2. *Underemployed*

**SECTION 5: PARTICIPANT RECRUITMENT CRITERIA**

*Specify the criteria participants must meet in order to qualify for the research.*

***For example:***

* *New Jersey resident*
* *Demographics:*
  + *Adults - 18+*
  + *Unemployed and underemployed individuals*
  + *Parents + single adults*
  + *Low-income (defined using the* [*ALICE threshold*](https://www.unitedforalice.org/household-budgets-mobile/new-jersey)*)*
    - *Family of 4 = $82,176*
    - *Individual = $33,984*
* *Educational History:*
  + *Have not obtained a HS diploma, GED, or industry recognized certificate*

**SECTION 6: SAMPLE SIZE**

*Specify the number of interviews the team has targeted to complete for each audience segment.*

***For example:***

*30 completed interviews*

* *15 Unemployed*
* *15 Underemployed*

**SECTION 7: TIMEFRAME**

*Provide an estimated timeline for each of the action items of the research.*

***For example:***

* *Research brief & discussion guide: 1-2 weeks*
* *Outreach & recruiting: 1-2 weeks*
* *Conduct interviews: 1-2 weeks*
* *Analysis & presentation of findings: 2 weeks*

**SECTION 8: DELIVERABLES**

*List the deliverables stakeholders will receive after the qualitative interviews are completed.*

***For example:***

* *Analysis of research findings*
* *Audience segments*
* *Audience personas*
* *Value proposition*
* *Strategic recommendations*