

# Quick Quant

## Solution Overview

At GutCheck we believe in an agile decision model called DADA: data, analysis, decision, then action. But, when you don't have enough data to analyze, it's difficult to make a confident decision and move forward. When situations like that come up, our Quick Quantitative survey is designed to deliver data for your business questions in 4 days or fewer, so you can incorporate the voice of your consumer between research projects.

## Common Research Objectives

- Get a pulse check of consumers to gauge awareness, perception, or usage where you just need raw data and graphs.
- Gather quick quantitative analysis on a few pieces of stimulus.  
Address questions that come up before or after another study.
- Ask a miscellaneous mix of business questions that require quantitative feedback from consumers.

## How It Works



Align on questionnaire



Recruit targeted respondents



Visualize data

## Key Report Deliverables

GRAPHS & CHARTS

Previous Operating System (n=200)  
Which operating system did you have on your previous smartphone?

RANKINGS

Phone Features (n=200), RANKED FIRST, SECOND, THIRD  
Which smartphone features are most important to you?

Feature	First	Second	Third
Camera	47%	10%	7%
GPS	30%	25%	15%
Phone Size	25%	20%	6%
System Integrations	10%	6%	10%
Video Chat	10%	25%	6%
Download Speeds	9%	14%	10%

HEAT MAPS

Heat map (n=100)  
Which parts of this new product concept, if any, are most exciting to you?

# GutCheck Quick Quant Points of Difference

**Informed Researcher Support:** Online Research Strategists provide guidance on question writing and survey design.

**Targeted Audiences:** Reach your audience using demographic and behavioral screeners or segmentation algorithms.

**Visualized Data:** Our software delivers your data into easy to interpret charts and visualizations.

## Methodology

### *Ad Hoc Quantitative Survey*

Up to 10 questions

Reporting is a visualized data readout and raw data, no additional analysis



## Audience

### *Starts at 100 respondents*

Can be targeted through demographic and behavioral screening questions or a gen pop recruit

Segmentation algorithms available



## Study Design & Activities

Single select & multi-select questions

Grids

Rankings

Open-ends

Heat maps for stimulus reactions



## Timeline Parameters

### *4 Days from recruit to report*

Additional time in field required for difficult-to-reach audiences

