



Research on Tap

Tell & Prove Your Story

When you meet someone for the first time, do you tell them all the personal details of your life? No. You give them just enough information to start the relationship.

Trust between two people builds over time. Each gets to prove their trustworthiness to the other over multiple interactions. The same goes for the relationship you build with your customers, your investors and anyone that supports you along your journey.

When you start a conversation with a new customer (through marketing) or with a new investor (through networking) you start by providing a little detail and some easy-to-understand ideas. As the relationship builds, you supply more details and specifics, moving from the upper left corner to the bottom right corner in the matrix below.

THROUGHOUT OUR WORK TOGETHER WE WILL CROSS THIS MATRIX FROM THE UNIVERSAL TO THE PARTICULAR, THE ASPIRATIONAL TO THE EXACT MEANS & METHODS TO GET THERE.



DO THIS EVERYDAY

Finding them Online

To collect additional information about your people, you can find them online. Go to **Facebook, LinkedIn, Slack or Reddit** to find your “main character.” Spend time in those groups, channels or subreddits to answer questions, participate, and be all in for 30 minutes per day.



Calendar Block - Put 30 minutes on your calendar daily for 5 days to do this activity.

DO THESE AT LEAST ONCE

Google Trends

Use Google Trends to discover what your target audience is searching for online. Analyze the information you find to gain additional insights. You can enter search terms, competitors' names, industries and other related topics.

CLICK HERE FOR
GOOGLE TRENDS

<https://trends.google.com>

Post a Question on Quora or Reddit

Ask a question you believe your target user would ask. You can say you're asking for a friend or you can pretend this is your problem yourself.

Image (right): That's me →
doing market research for a client. 38 comments! WOOT!



ELI5: What is AWS S3 and how can I use it to organize my company's shared drive?

(self.aws)
submitted 1 month ago by [linds930](#)

I have a team of 3 full-time employees and 5 part-time employees. We've never had an organization scheme applied to our shared drive and we've been using someone's personal google drive account. Someone recommended that we move the files to AWS S3. What are the pros and cons? How easy is it to setup? What kinds of things are you doing that make AWS so great?

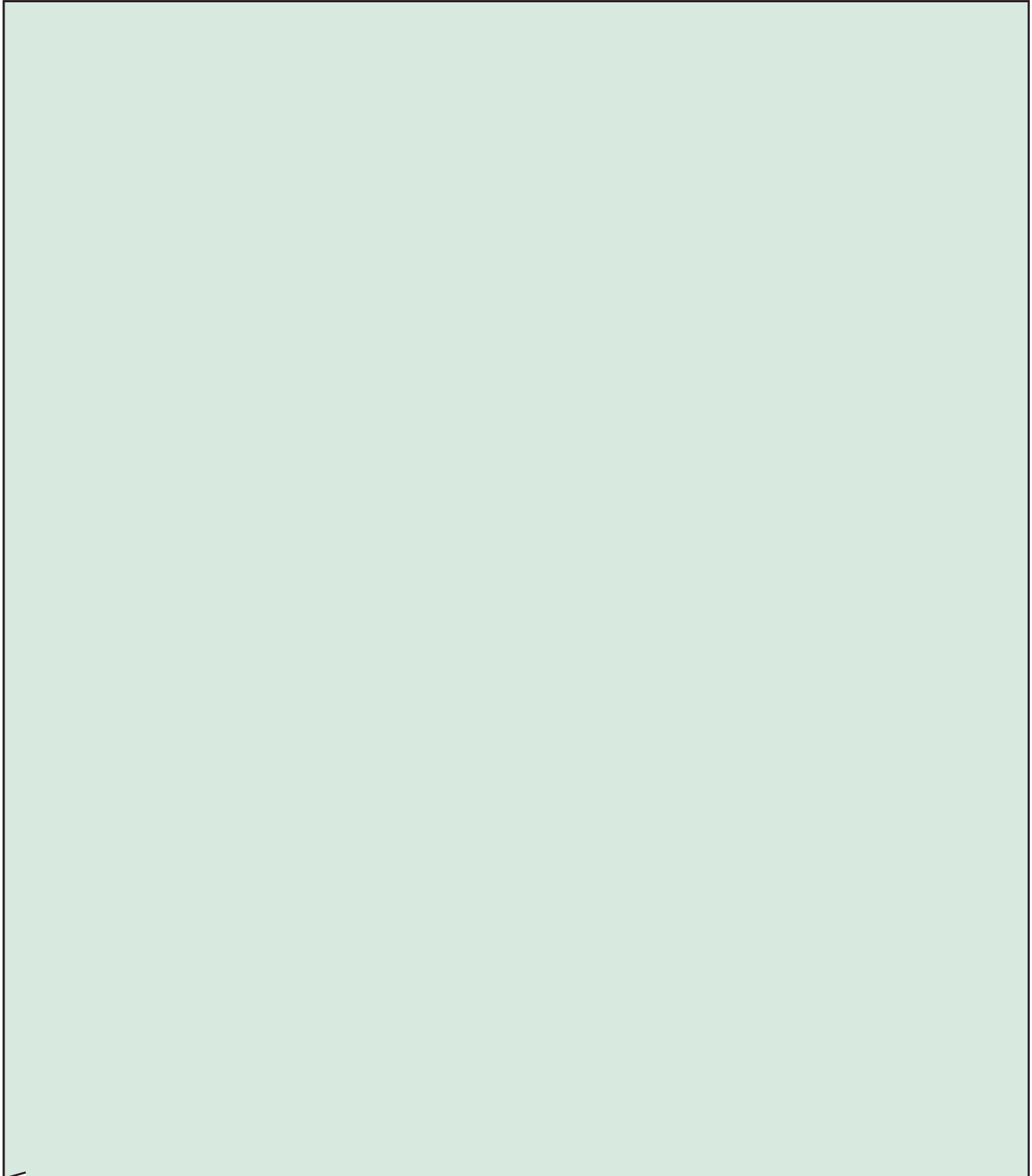
38 comments edit share save hide delete nsfw spoiler
flair buffer

all 38 comments

sorted by: **best** ▼ disable inbox replies (?)

RESULTS & FINDINGS

Use this area to capture your notes and observations from the exercises on the previous page.



A large, empty rectangular box with a light green background and a black border, intended for capturing notes and observations. The box is positioned below the introductory text and occupies most of the page's vertical space. There is a small 'X' mark at the bottom-left corner of the box.

YOUR FINDINGS

WHAT IS THE MOST COMMON PAIN YOUR TARGET MARKET HAS?

WHICH TOPICS ARE COMING UP THE MOST OFTEN?

WHAT ADVICE WERE OTHER PEOPLE GIVING?

ARE THERE ANY REASONS WHY THEY CAN'T SOLVE THEIR PROBLEM?

Are there any excuses? Hurdles?

WHAT ARE THE WORKAROUNDS?

Research: Make better decisions, faster.

Side Note: These activities are included in Market Research, Customer Research, User Research & Product Research. These terms are all essentially the same thing. I just generalize to just say "Research".