



**SOCIETAL
PLATFORM**

**Independent Field Research
'How-to' Guide**

About the Guide

What is the guide for?



To understand user adoption of routine changes.

Who are the intended users?



Professionals—with no or minimal background in research—working for Societal Platform missions.

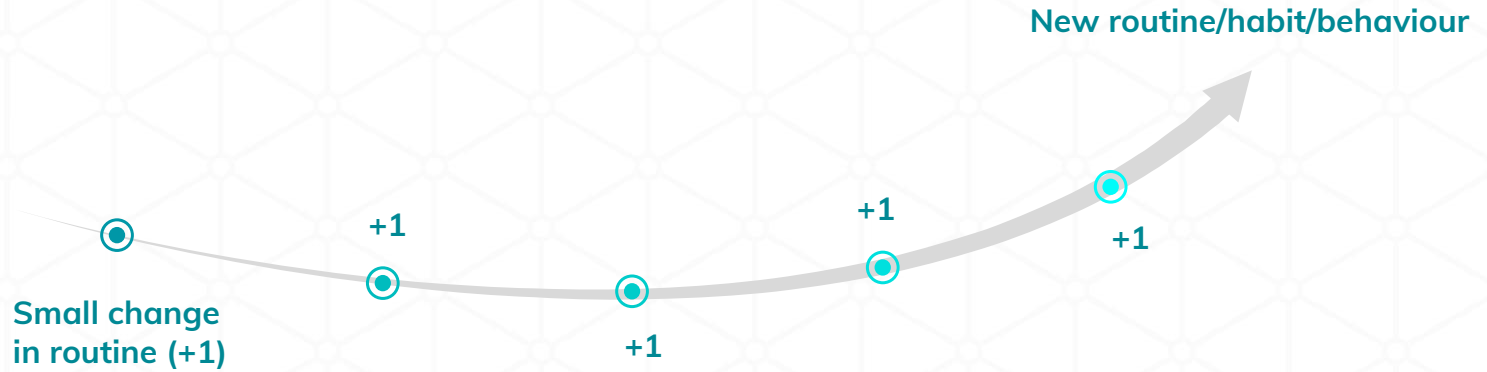
How does the guide help?



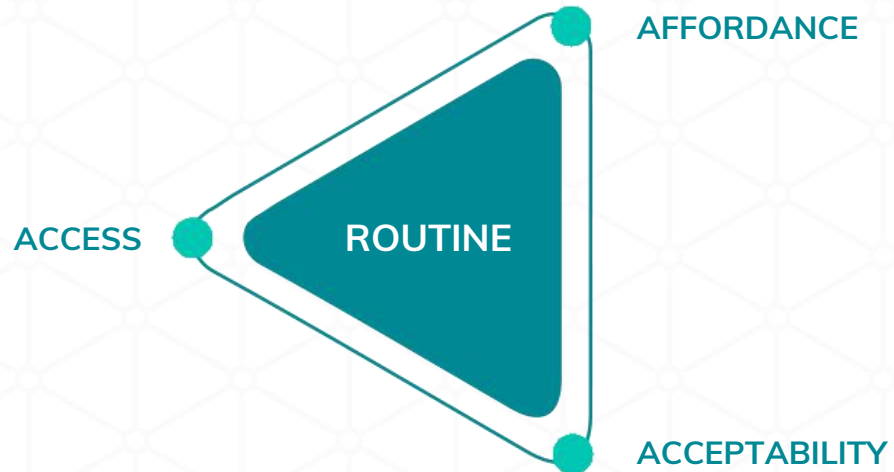
Gives you step-by-step and phase-level inputs on the activities.

Overview

Routine Changes



Parameters to assess adoption of routine changes



Overview

Research Phases



Pre-visit

Pre-visit phase



1. Understand
the context of the
research



2. Understand
the initiative



3. Develop the
hypothesis



4. Develop the
research
objective

Pre-visit

Pre-visit phase



5. Develop a research plan



6. Secondary research



7. Present and revise the research plan



8. Develop content for primary research

Visit phase



1. Analyse the
information



2. Revise the
research plan

Post-visit

Post-visit phase



1. Analysis



2. Document the findings



3. Communicate the findings



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