

Accelerated Learning Labs[®]

UNDERSTAND THE “WHAT” AND THE “WHY” FOR FASTER, BETTER DECISIONS

TEST NEW IDEAS WITH LIVE CONSUMER INPUT TO MAXIMIZE LEARNING AND DECISION MAKING FOR YOUR CROSS-FUNCTIONAL TEAM. ITERATIVE FEEDBACK FROM CONSUMERS ALLOWS YOU TO REFINE AS YOU GO FOR AN OPTIMAL END PRODUCT.

Accelerated Learning Labs[®] is a blend of both quantitative and qualitative research techniques that compress the time required to get your ideas to market - without sacrificing confidence that comes from data-driven results backed by actionable qualitative insight. Accelerated Learning Labs is a collaborative process that encourages multi-functional team interaction and discussion, ensuring alignment in decision making and setting you up for success.

HOW THE PROCESS WORKS

GATHER	EVALUATE	CHOOSE	EXPLORE	REFINE
STEP ONE: Gather 25-30 participants in a central location, using a representative sample of the target population. The group begins by reviewing a range of concepts/ideas. (This can take place across multiple cities.)	STEP TWO: Evaluate ideas and concepts using quantitative questions. Results are viewed in real time in the back room for your team to discuss in-the-moment.	STEP THREE: Choose ideal respondents, after discussing the results. Usually 8 to 10 participants are invited to stay for a qualitative session.	STEP FOUR: Explore the “why” behind the “what.” A moderator works with the group to understand the reasons why participants responded as they did.	STEP FIVE: Refine the stimuli based on what you’ve learned from this group of participants. Add, change or drop ideas on concepts, revise survey measures and adjust the discussion guide.

↑ **START WITH A NEW GROUP**

Let Burke expand your perspective.

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