

## Sample Projects

### Project Name:

Interviews

Which of the following best describes the challenge you are addressing with this project?

We would like to do a better job of telling our story to our constituents.

How many times will you require the Vesper Advisor to be on-site?

None

What are the top three things preventing this from happening now?

The primary challenge is that Client is a complex organization, and difficult to understand everything it does. We are conducting interviews to get a better understanding of how constituents describe Client, and create a new marketing tagline for the organization which better captures its brand identity.

What primary skills or experience do you think are required for this project?

Good listening and interviewing skills. The ability to maintain a neutral position, and not bias the interview by expressing one's own opinion.

What will this do for your organization?

This will help Client do a better job of telling their story, and communicating the value they add to the community.

What do you want the Advisor to do for you?

Conduct 20 telephone interviews.

What action steps do you think should be included in this project?

1. Review interview guide with project manager.
  2. Notify project manager of available times to do the interviews.
  3. Conduct phone interview at the scheduled time.
  4. Submit notes to project manager.
- Note - We will do the interview scheduling.

When do you anticipate starting this project?

The week of October 8th.

How much time do you expect each of these action steps to take (in 8-hour days)?

This will take approximately 3 days. Each interview will be about 30-40 minutes long.

When would you like to have the project completed?

We would like to have the interviews done by the end of October, if possible.

How will you know if this project is successful?

We will have a better understanding of the language that constituents use to describe Client. We will also have an idea of what taglines resonate with constituents.

Location: off-site

**Project Name:**

Data Analysis

Which of the following best describes the challenge you are addressing with this project?

We would like to better understand our constituents and how they view our organization.

How many times will you require the Vesper Advisor to be on-site?

2

What are the top three things preventing this from happening now?

We need extra capacity to analyze survey data

What primary skills or experience do you think are required for this project?

Detail-oriented, strong math skills, experience in managing databases

What will this do for your organization?

We will have a better idea of how current employers and job seekers view Client, and what they use the web site to do.

What do you want the Advisor to do for you?

Prepare survey data for analysis. Run descriptive analysis (counts and percentages for each question). Prepare profiles of the "average" Client employer and the "average" Client job seekers. Run correlation analyses at the direction of senior researcher.

What action steps do you think should be included in this project?

See above

When do you anticipate starting this project?

November 1, 2007

How much time do you expect each of these action steps to take (in 8-hour days)?

3

When would you like to have the project completed?

November 12, 2007

How will you know if this project is successful?

We will have a good model of what constituents like and dislike about Client, and what motivates them to use the service.

Location:

off-site