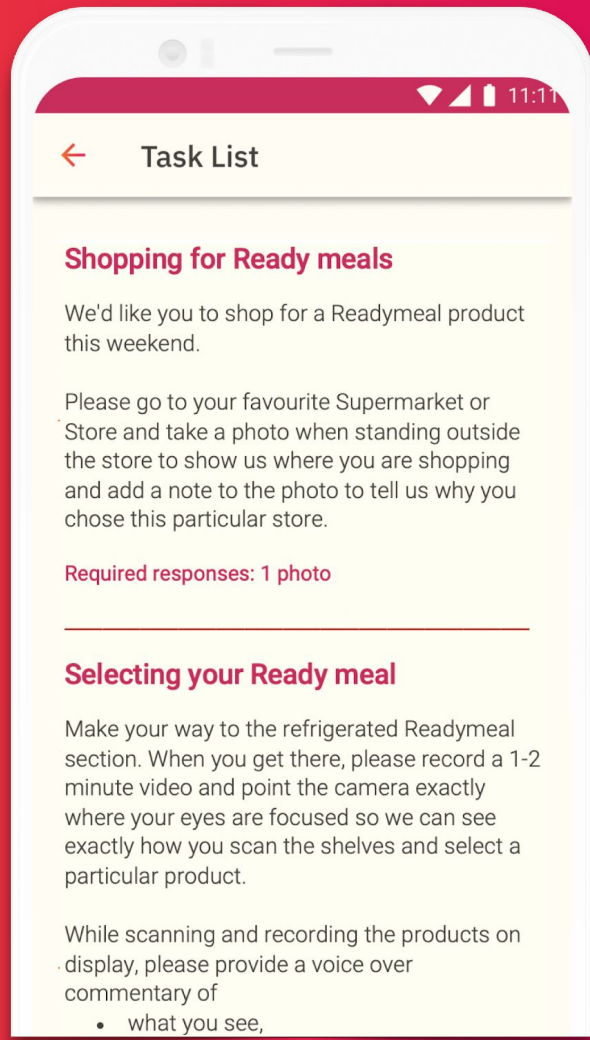




# Task Design Tips

We look forward to supporting your research project. This quick intro will tell you everything you need to know about Task design on Indeemo in **6 minutes!**



# Projects & Target Groups & Tasks

On Indeemo, each unit of research is called a **Project**.

Each Project can contain multiple **Target Groups**

Target Groups are groups of Respondents with similar characteristics (like segmentations or personas).

**Tasks** are instructions or activities you assign to respondents.

A Task can be an activity they do once or an activity they do repeatedly over the course of the project.

Tasks are organised for Respondents in a **Task List**.

All **Target Groups** can be given the same Task List or each Target Group can be given a different Task List.

# 3 Types of Task Lists

Indeemo supports 3 different types of Tasking:

- All-at-Once Tasking
- Scheduled Tasking
- Sequential Tasking

Which type you choose depends on your type of project.

# All-at-Once Task Lists

In this task list, **all tasks will be shown** to the respondent **as soon as they register**. Use for projects where:

- It doesn't matter when or in what order Respondents complete tasks.
- Displaying all tasks at the start will not bias their responses.
- You have staggered start dates and scheduling tasks might be too complex.
- Respondents will be offline e.g. Air travel research.

Note: if you have a lot of tasks, consider Scheduled or Sequential Tasking

# Scheduled Task Lists

In this task list, **tasks will be shown at a specified date and time.** Use this on projects where:

- Tasks relate to a specific event or time e.g. a doctor's visit, what's for breakfast etc.
- Showing all tasks at once would overwhelm respondents.
- Your fieldwork is phased or longer than 2 weeks.

Best for Diary Studies where time dictates when tasks are released.

Respondents are sent a push notification when each task goes “live”.

# Sequential Task Lists

In this task list, **tasks are revealed one by one as each task is completed.** Use this on projects where:

- Respondents must carry out tasks in a particular, linear sequence.
- Respondent's should not see the next task until they complete the current one.

Best for Path to Purchase, Shopping Missions, Customer Journeys, CX / UX projects where respondents are ok to complete tasks at their own pace.

Also powerful for stimulus testing or for rolling recruits where respondents can start at any time.

# Quick summary of Task List types and strategies

	All at Once Tasking	Scheduled Tasking	Sequential Tasking
Pros	All tasks shown at the start. Respondents have freedom to complete tasks in any order / at any time. Great if you have staggered start dates.	Use where tasks are time sensitive or if you have a lot of tasks which need to be phased. Tasks can be displayed or hidden at specific times.	Ideal for projects where respondents need to complete tasks in a specific linear sequences. Prevents respondents from “looking ahead”.
Cons	Can overwhelm respondents if you have too many tasks. Allows respondents to “look ahead”.	Can require a lot of project management if respondents start in different waves or run late.	Can be quite rigid as respondents are forced to complete tasks in a defined sequence.



# Task List structure

Task Lists are composed of 3 parts:

- An Introduction
- A series of individual Tasks
- A Completion Message

# Start with a clear introduction

Use the Introduction to tell Respondents the **PURPOSE** of the project.

The more Respondents understand why they are doing the research, the better their engagement will be.

# Tell them what to expect

In your Introduction, tell your Respondents:

- How many days the project will last
- When and where the tasks need to be carried out (e.g. in home or in-store)
- How many tasks they will need to do.

In a nutshell, clearly explain what they need to do to complete the project and get their full incentive :)

# Designing great tasks

## Less is definitely more.

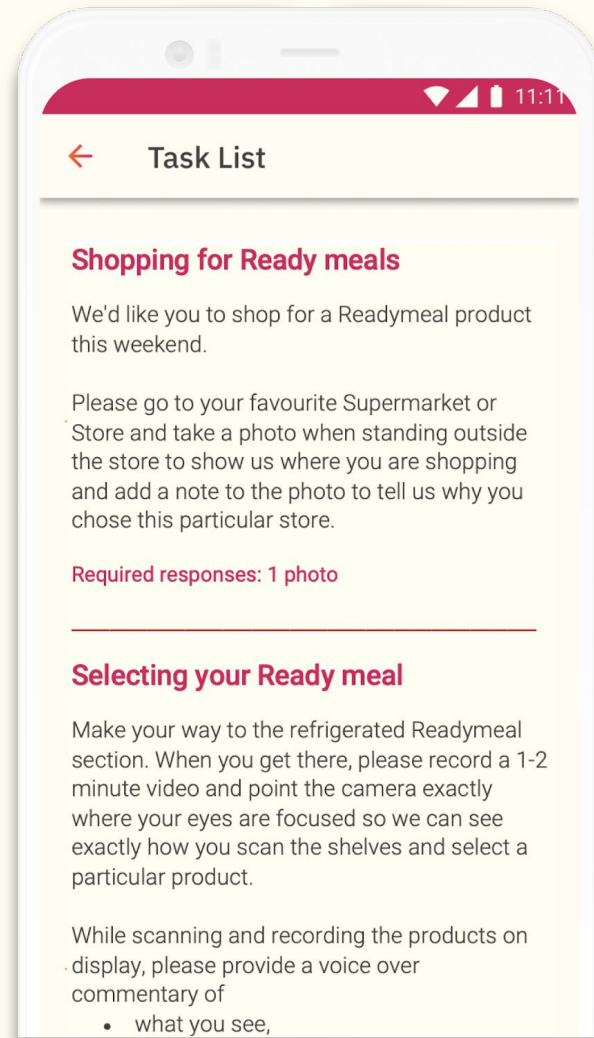
Your tasks should be light touch, easy to understand and clearly explained.

Ideally, a task should be **no longer than a Tweet.**

Multiple smaller tasks are better than fewer essay-like tasks.

# Think MOBILE first.

- (1) Mobile Ethnography works best with short, open ended tasks.
- (2) Make it easy for respondents to understand the task and quickly complete it.
- (3) Ideally tasks should be entirely visible within the screen.



# No more than 3 questions in a task

Why?

Unlike desktop, to record their video they will need to enter camera mode and will likely forget more than 3 questions.

This ensures Respondents will stay on topic and give you better responses.

\*If you need to ask 9 questions, create 3 tasks and name them part 1, 2 and 3.

## 1. Intro Selfie Video and Current Headphones.

To get started, we'd like to get to know you and learn about your current headphones.

To do this, please find a quiet space with your headphones to hand and record a 1-2 minute landscape selfie video.

In your video, tell us:

- Who you are?
- What you do?
- Show us your current headphones and tell us what you like / dislike about them and why?

No detail is too little here.

Required responses: 1 video

# Put yourself in the Respondent's shoes

When writing each task, **think about it from the respondent's perspective.**

How easy will it be for them to understand what they need to do?

The simpler the task, the higher the completion rate.

(Tip: show your Task List to a colleague before you finish it. If they are struggling to understand what they need to do, amend your tasks accordingly).



# Always be context aware

Think about where the respondent will be when completing each task.

E.g. if the topic is personal or sensitive, tell them to find a private place to record their video without worrying about anyone over hearing them.

In public locations, they may be more comfortable uploading photos captions instead of videos.

# Choose an appropriate Required Response

The best Task Lists typically **have a mixture of Video, Photo, Screen Recording and Note** based tasks.

Video is powerful at capturing in-context behaviors and in the moment feelings but it takes times to analyse. Sometimes a Note is better if you just need them to answer a few questions.

Where photos / screenshots with short captions are sufficient to detail what you want to capture, specify these instead of video. It will save you time in analysis!

# Let the Respondents surprise you!

The more open ended you can make your tasks, the more likely Respondents will surprise you.

# Give them permission to go off-piste!

Projects where respondents are allowed flexibility / creativity typically tend to be the most informative and the most successful at uncovering hidden needs and unexpected behaviors.

# Quick recap: anatomy of a good task.

Simple descriptive Task Title

Purpose of the task.

Tell them what to do and how to respond.

No more than 3 questions / task.

What they need to upload to complete the task

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# The Completion Message

Use the Completion Message to tell Respondents:

- What happens once they finish their tasks
- When they are getting paid :)

# Ready to start?

Click on the button below to download our Word Doc Task List template.

If different Target Groups need different task lists, please create a separate word doc for each Group.

If you have any questions, contact us at [support@indeemo.com](mailto:support@indeemo.com).

Thanks!

**[DOWNLOAD TASK LIST TEMPLATE](#)**