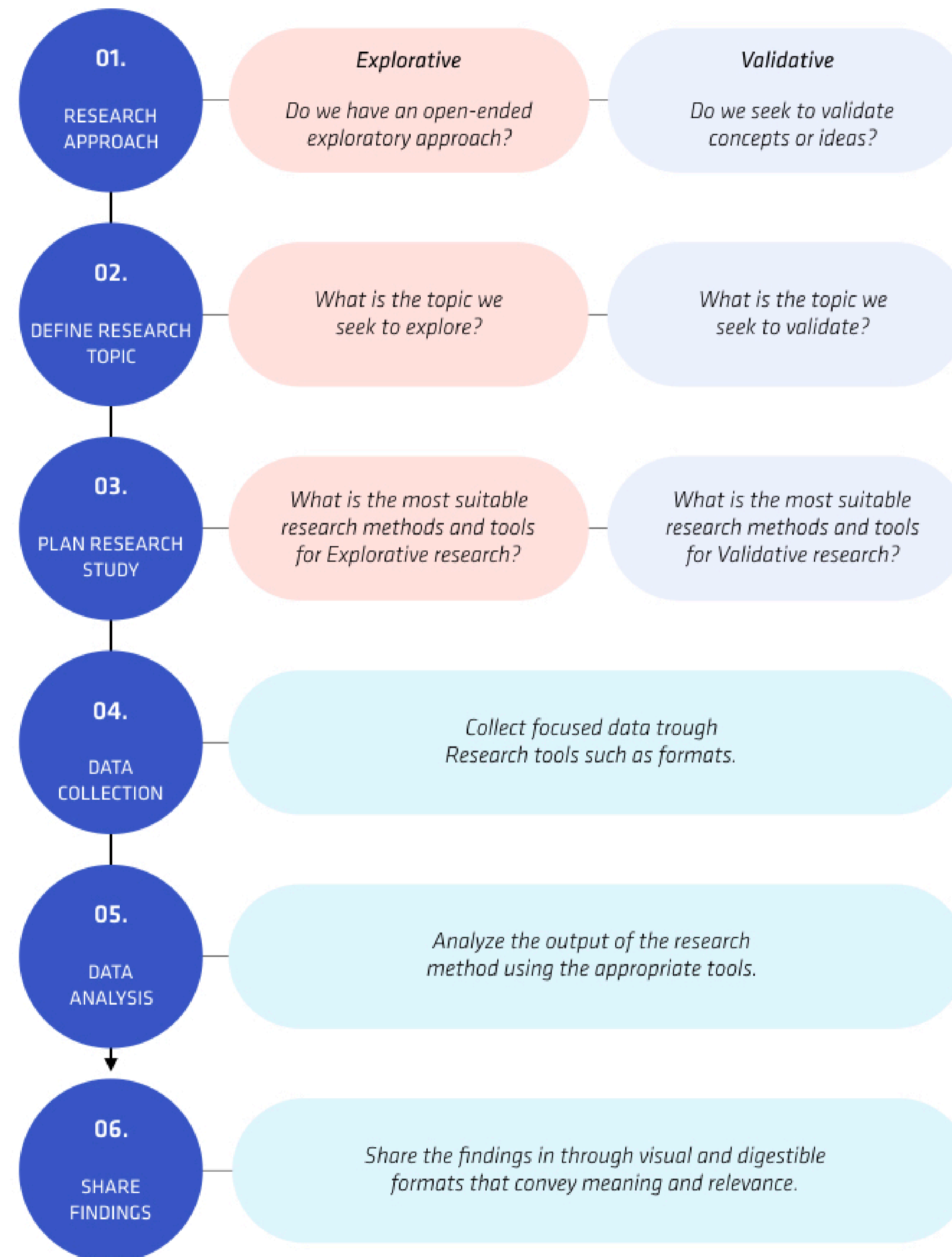# Fostering a Culture of Research within Agile Processes

Werkspot is the one of the largest online marketplaces in the Netherlands. It connects homeowners to Service Professionals for jobs in and around the home. They operate under Agile development processes.

In Agile development, decisions have to be made fast. A Research Process can change the way an online platform interacts with its end-users.

By involving the end users in the development process, value can be generated for both the company and for its users.

01.
RESEARCH APPROACH

Explorative
Do we have an open-ended exploratory approach?

Validative
Do we seek to validate concepts or ideas?

02.
DEFINE RESEARCH TOPIC

What is the topic we seek to explore?

What is the topic we seek to validate?

03.
PLAN RESEARCH STUDY

What is the most suitable research methods and tools for Explorative research?

What is the most suitable research methods and tools for Validative research?

04.
DATA COLLECTION

Collect focused data trough Research tools such as formats.

05.
DATA ANALYSIS

Analyze the output of the research method using the appropriate tools.

06.
SHARE FINDINGS

Share the findings in through visual and digestible formats that convey meaning and relevance.

Language · *Beliefs* · *People* · *Norms* · *Practices*

The Qualitative Research Process lands in the organization by aligning the elements of a culture of research:

- *Language:*
  A shared research language can be achieved trough research tools such as formats for standardization.

- *Norms:*
  Norms can be applied through guidelines for interaction with consumers and criteria to for valid research outcomes.

- *Practices:*
  Periodic research events to foster interaction between people at Werkspot with the end-users. As well, it can be in the form of research trainings.

- *Beliefs:*
  Align research to the current culture at Werkspot through the company's beliefs.

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Fostering a Culture of Research within Agile Processes
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MSc Strategic Product Design

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