



Deliverable 2 (Individual): In-depth Interview Summary and Hypotheses

In this assignment, you will summarize the results of your in-depth interviews. Using the insights you gathered from the interviews, you will develop a focal hypothesis. The hypothesis should help answer your management decision problem. (e.g., *Cat owners are more likely to spend money on cat food products than on cat toy products; Consumers are more likely to visit their gym more often when the gym offers more than one type of fitness activity*).

Note: This is an individual assignment – while I encourage you to discuss your ideas with your group members, you are expected to prepare and submit your own work.

Content

1. Summary of key insights and findings from the interviews
 - This should be written in paragraph form / essay style
2. One research hypothesis based on the findings of your interviews
 - This should be summarized in one sentence and presented as a bullet point
3. Appendix: Interviewees
 - Name, title or relationship to interviewer, date, and location of your 3 interviews

Formatting Specifications

1. Must be submitted as a MS Word or PDF File
2. Font: 12 pt Times New Roman
3. Text: Double-spaced, left justified, **paragraph form** unless otherwise specified
4. Page layout: 1 inch margins on all sides, page numbers on bottom of page, no header/footers
5. Page limit: 3 pages
 - a. Summary & hypothesis – 2 pages
 - b. Appendix – 1 page

Assessment

Your summary and hypothesis will be evaluated based on the extent to which:

1. The document format follows all formatting specifications and includes all required content
2. The summary *synthesizes the information collected in each of the interviews* by identifying 3-4 key themes of information collected during the interviews, rather than simply listing the information collected.
3. The proposed hypothesis is clearly derived from the insights gathered from the interviews.
4. The proposed hypothesis incorporates elements that are *quantitatively measurable and statistically testable* within the scope of the class project.

SUBMISSION DEADLINE: through Blackboard by 11:59 PM on the due date specified in the class syllabus.