



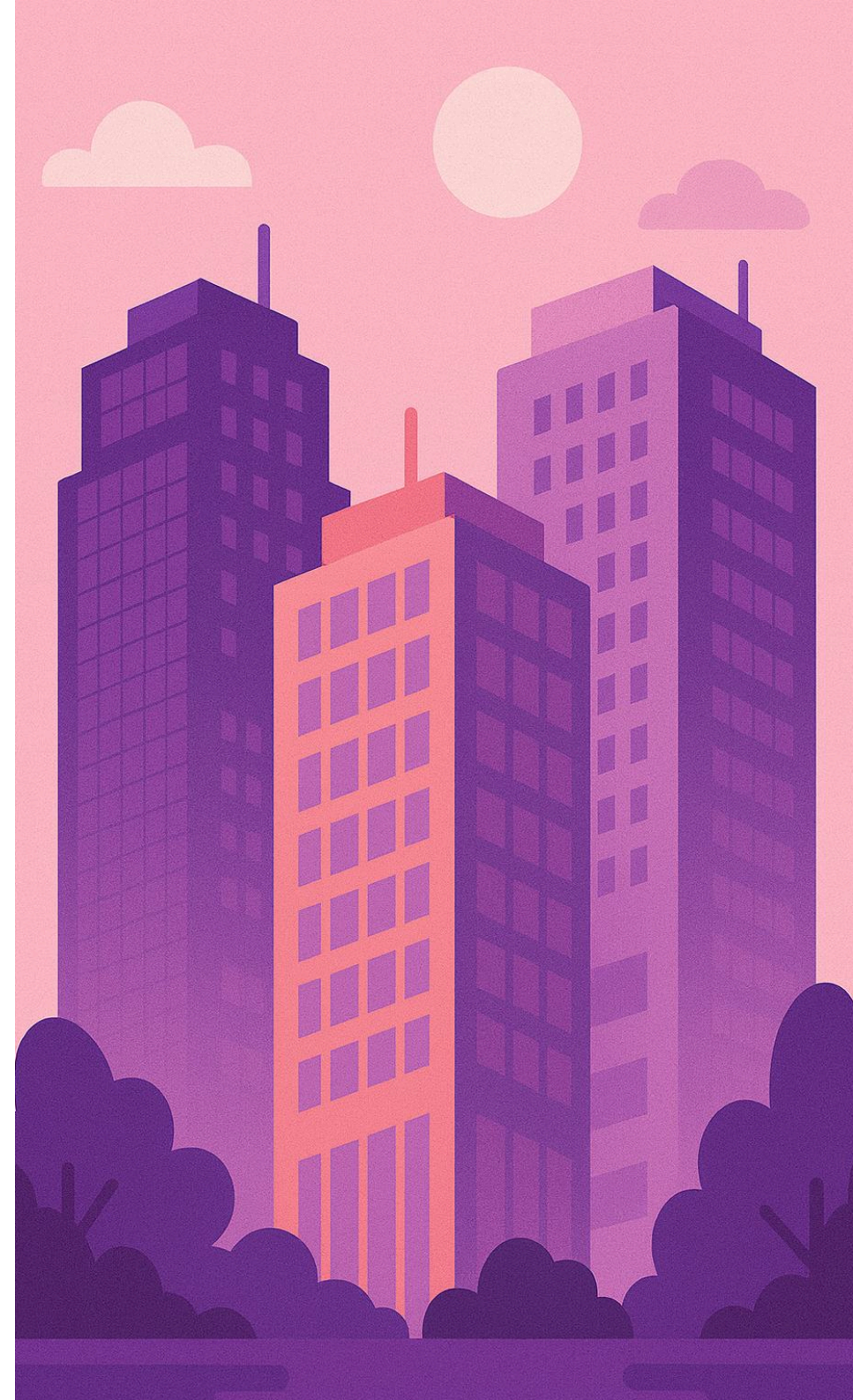
Dan Collison

Qualitative Researcher

Great questions + Listening skills = Valuable insights

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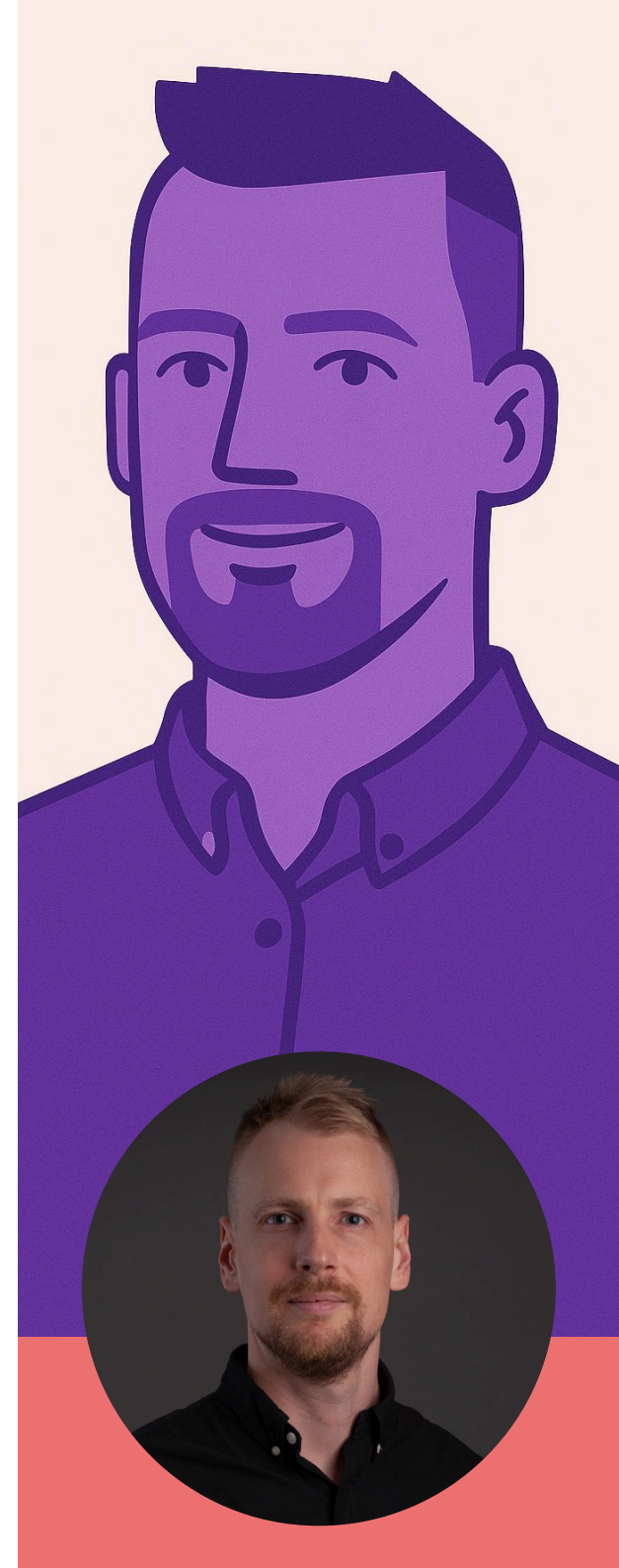
Elevator pitch

Hi I'm Dan, and I've been working in the tech industry since 2009 as a product designer.

Many of my projects have involved qualitative user, customer, and operational research - which I now offer as a stand-alone service.

You can brief me on what you'd like to know, set me up with people to interview, and leave the rest to me.

I'll gather, collate, and share the findings in whichever format suits best - text summary, persona, empathy map, or service blueprint.



Case study 1

Visibly (2024)

Visibly (2024)

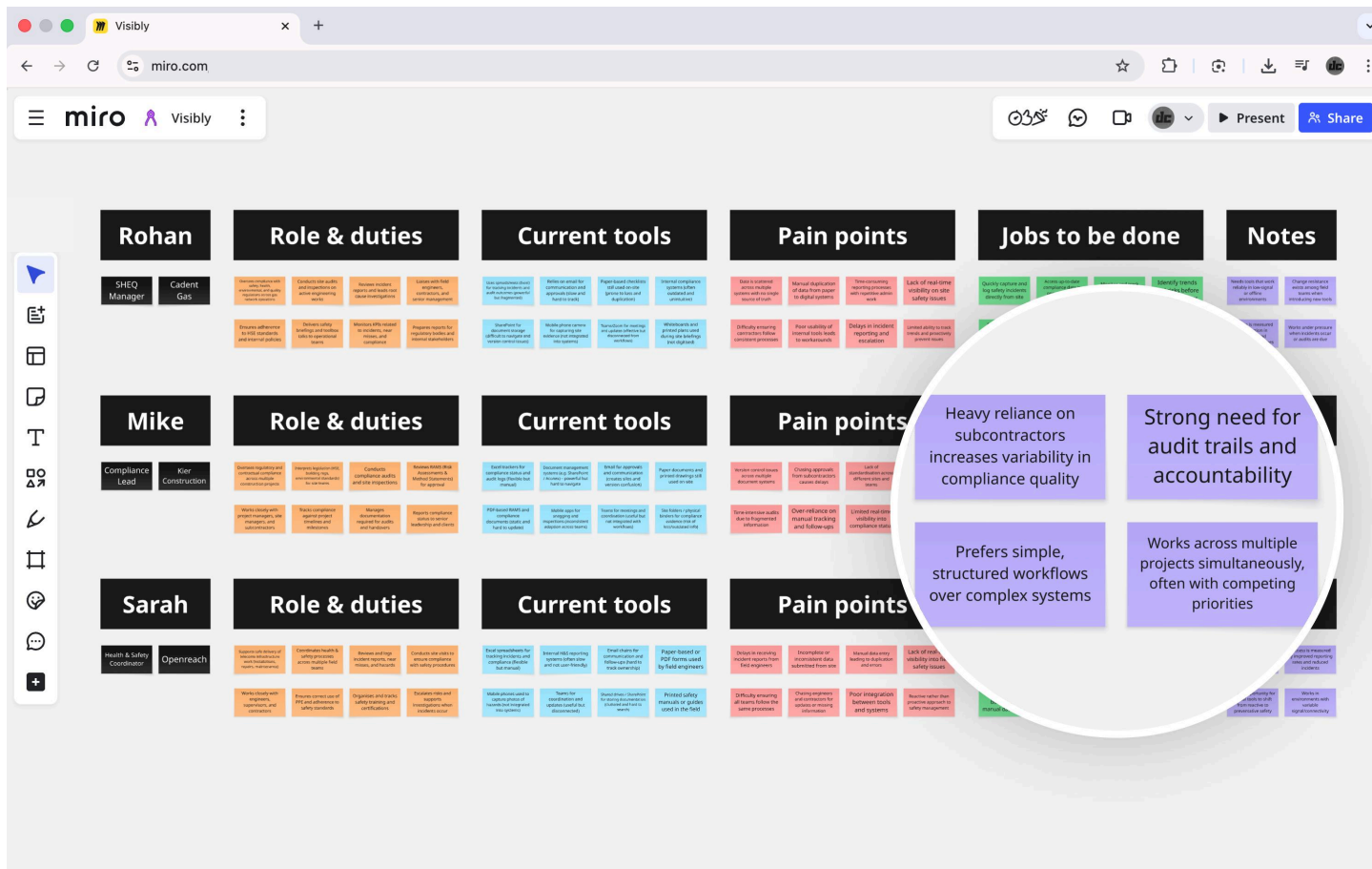
I interviewed.. health and safety directors, compliance managers, and industrial site-checkers in the construction, telecoms, energy, and utilities industries.

To learn about.. the way that workforce compliance is monitored and maintained, legacy software solutions, current pain points, and ideas for improvement.

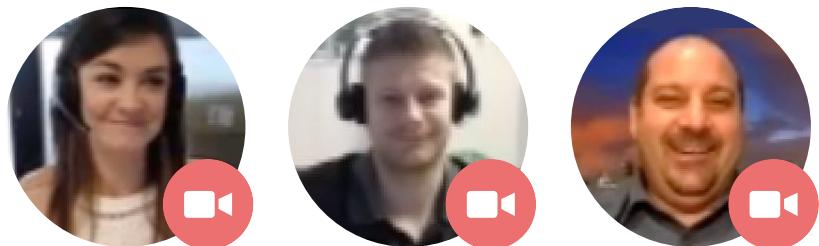
So that.. a cutting-edge B2B SaaS compliance management product could be developed to meet the specific needs of its core user-base.

Continue →





Interview findings board containing insights gathered from three participants



121 video call interview sessions with health & safety directors and workforce managers

3 weeks

15 participants

22 interviews

Playback format

Bullet-listed research report containing high level insight summary and comprehensive in-depth details

visibly

Case study 2

Cazoo (2021)

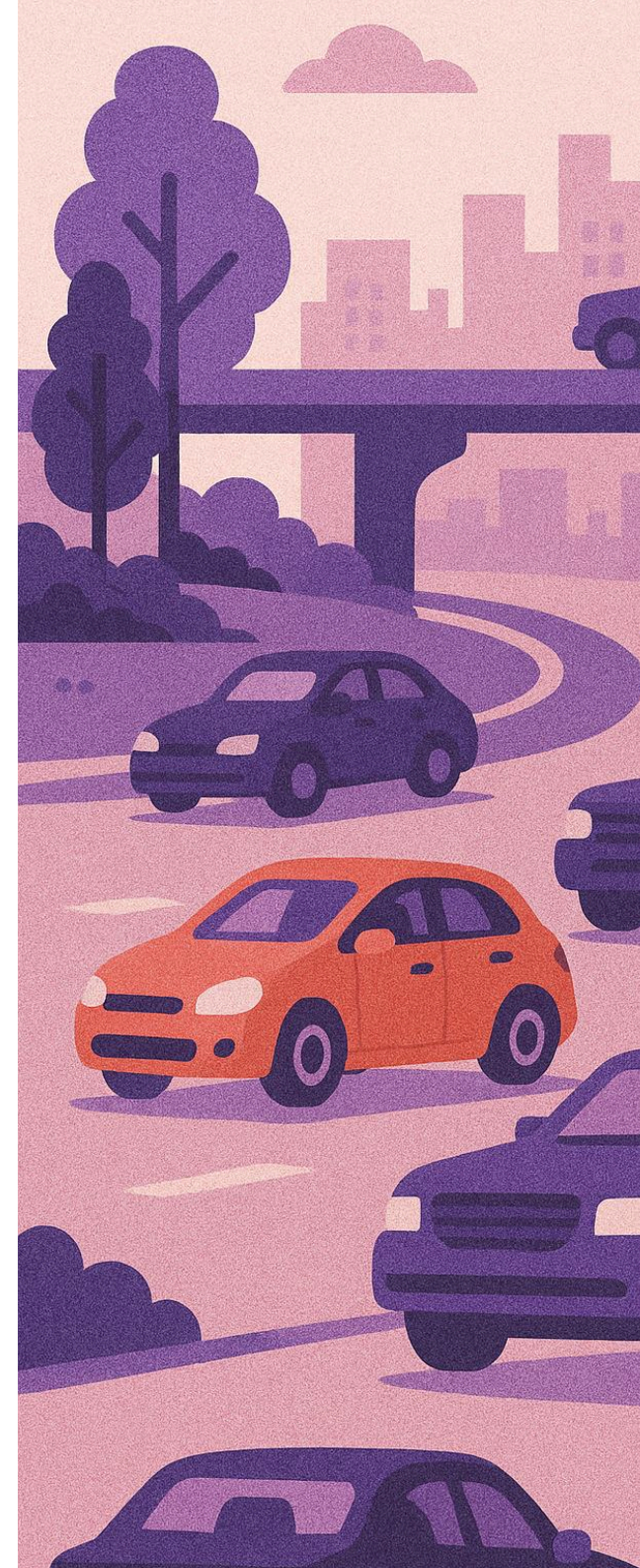
Cazoo (2021)

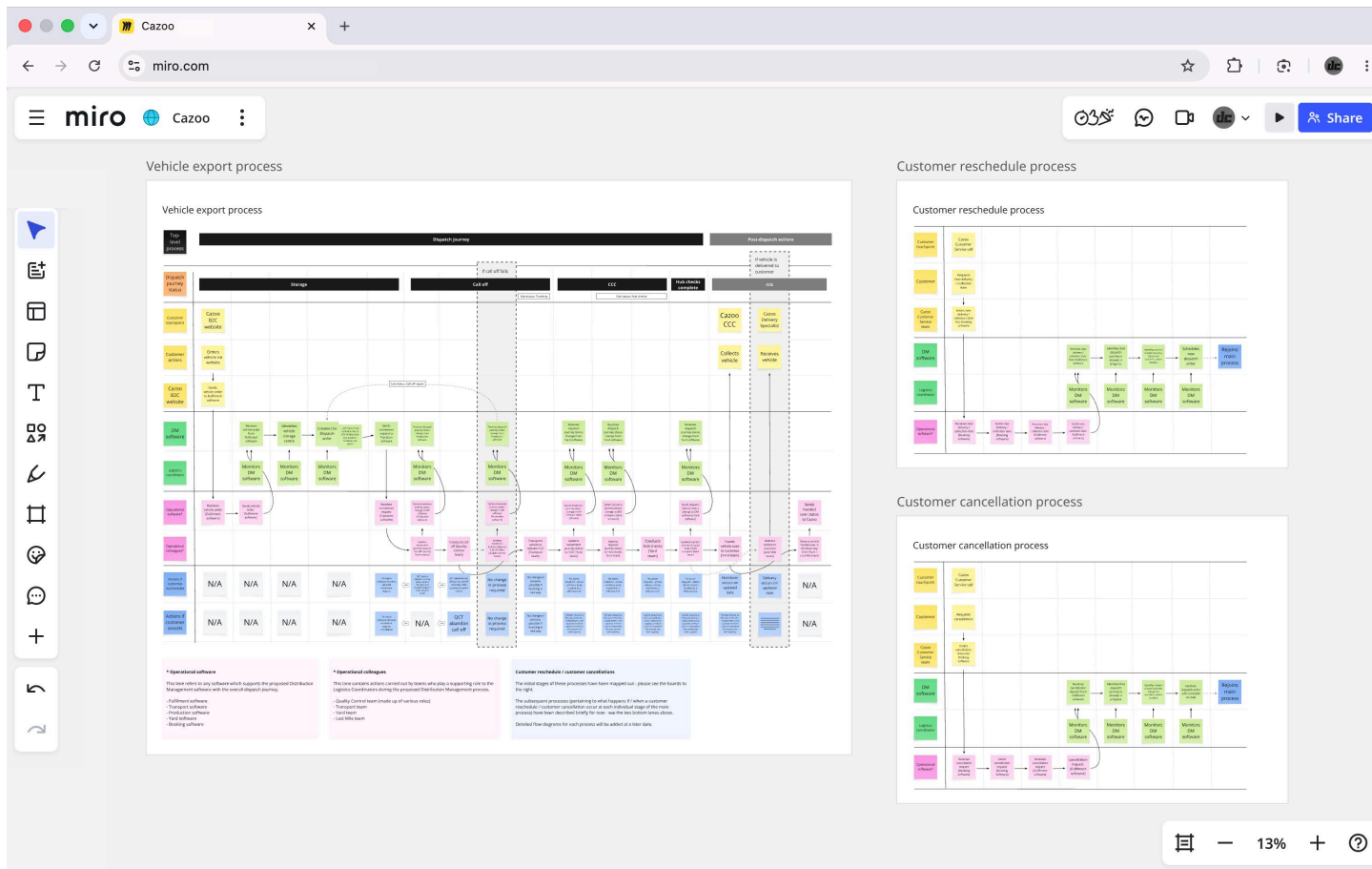
I interviewed.. Cazoo's internal logistics team managers and on the ground operatives.

To learn about.. the existing processes for importing, storing, and exporting vehicles in and out of the company's regional depots, as well as the legacy paper and spreadsheet-based asset tracking and monitoring solutions.

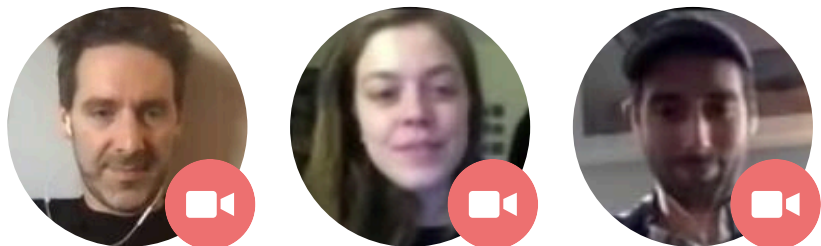
So that.. all processes could be consolidated into a single nation-wide process, and a digital dashboard and data-table product could be developed to oversee all vehicle movements.

Continue →





Future state service blueprint covering the proposed vehicle export process



121 video call interview sessions with regional logistics managers and on the ground operatives

4 weeks

8 participants

14 interviews

Playback format

Current state and future state service blueprints covering complete end-to-end logistics operations

CAZOO

Case study 3

GetAgent (2019)

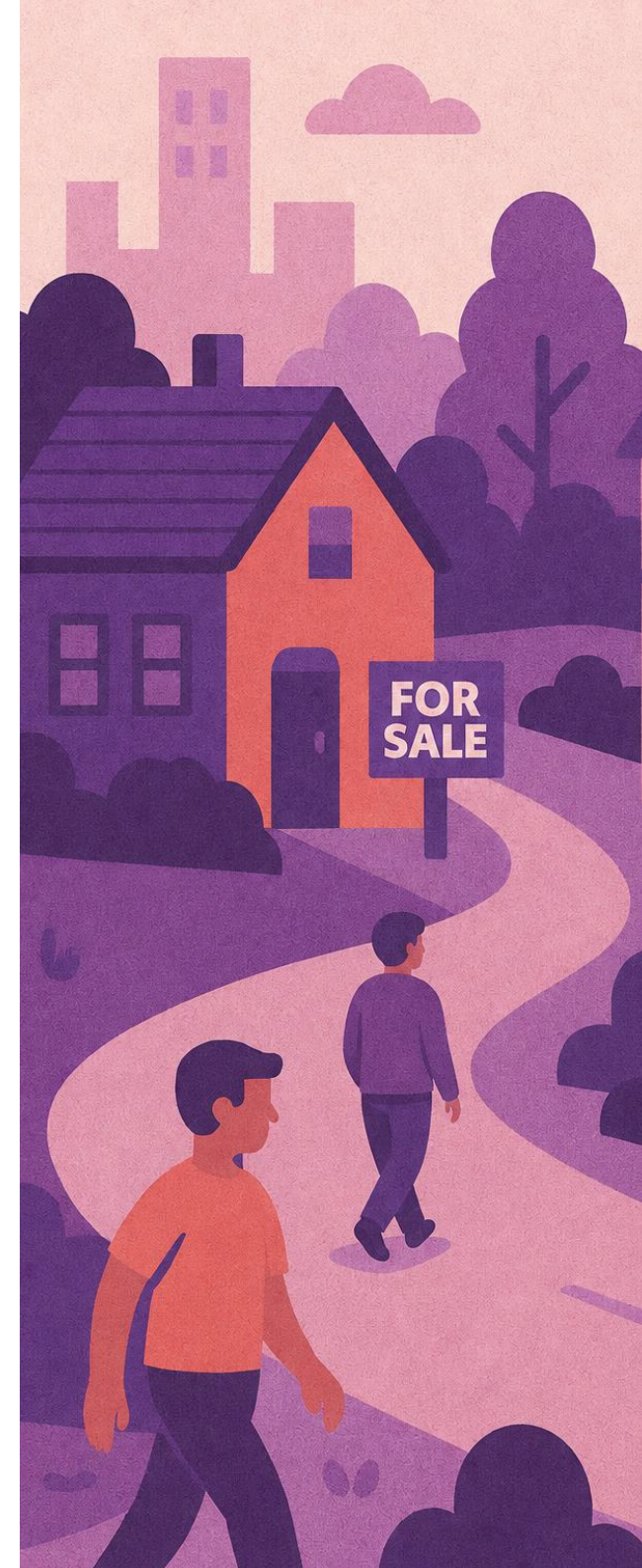
GetAgent (2019)

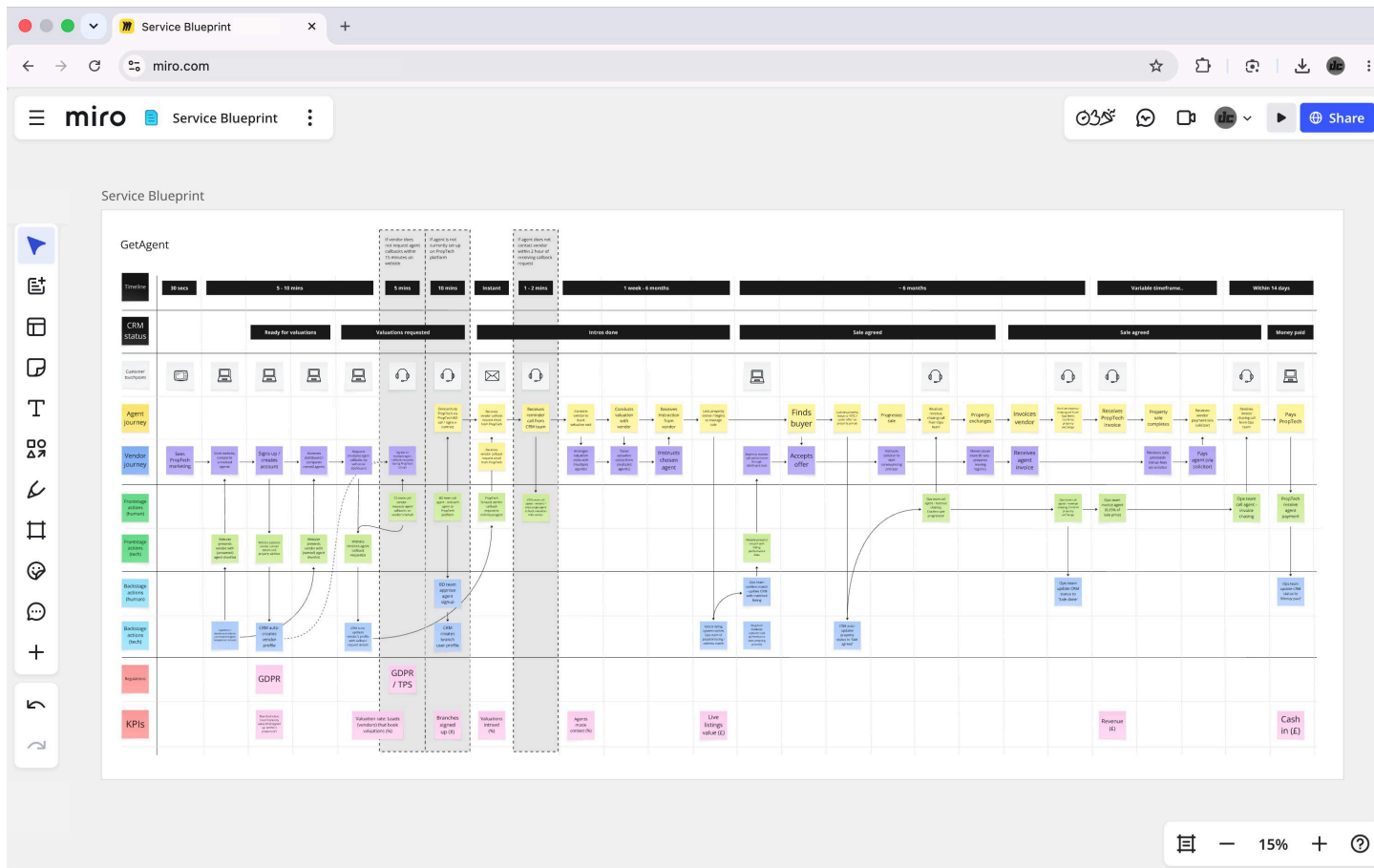
I interviewed.. the proptech startup's senior leadership, the head of each of department, and one or two operatives from each team.

To learn about.. how the business worked, including all interactions with partners and home-sellers, front and back-end technology processes, and all KPIs and regulations.

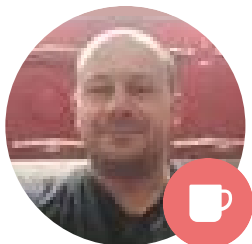
So that.. a service blueprint (a comprehensive visual document showing how the business operates) could be produced, to help facilitate discussions about operational change.

Continue →





Current state service blueprint mapping out the entire business workflow



121 in-person discovery sessions with senior leadership and individual team members

2 weeks

11 participants

17 interviews

Playback format

Service blueprint covering all customer touchpoints and complete end-to-end operational process

GETAGENT

Case study 4

BHF (2019)

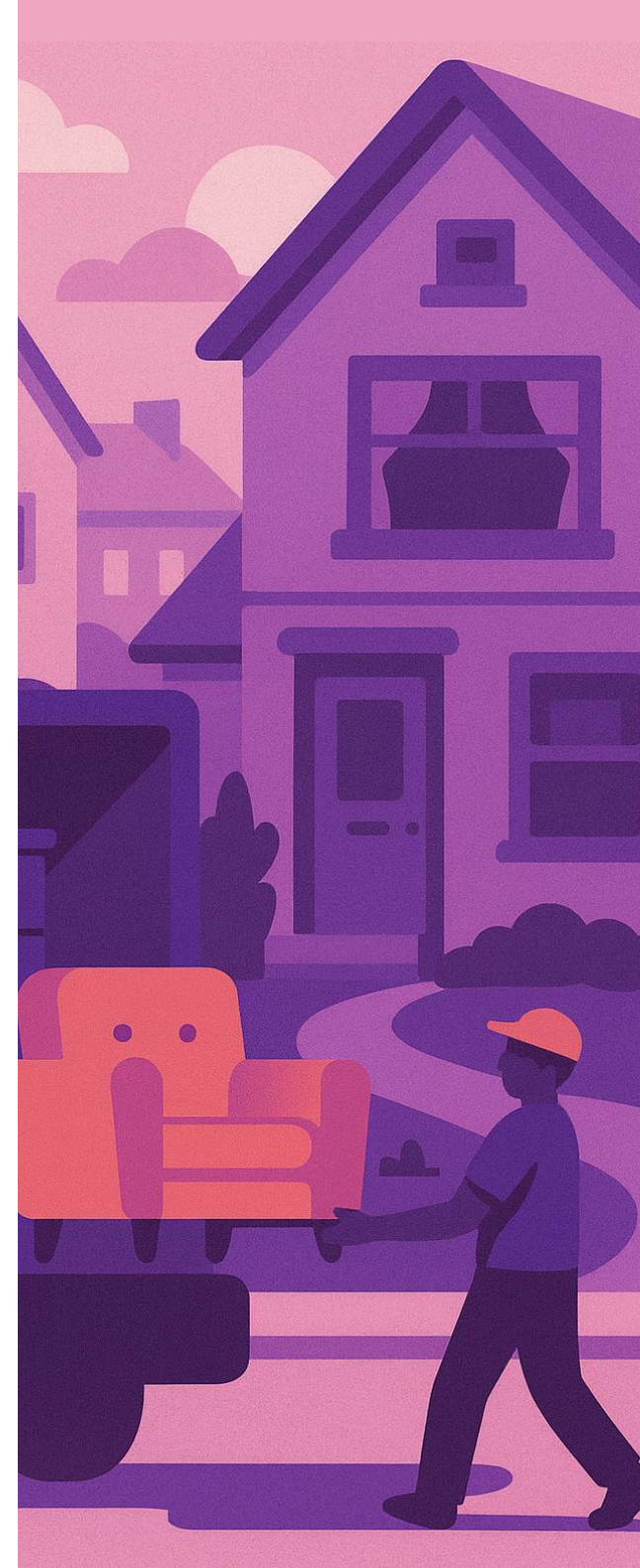
BHF (2019)

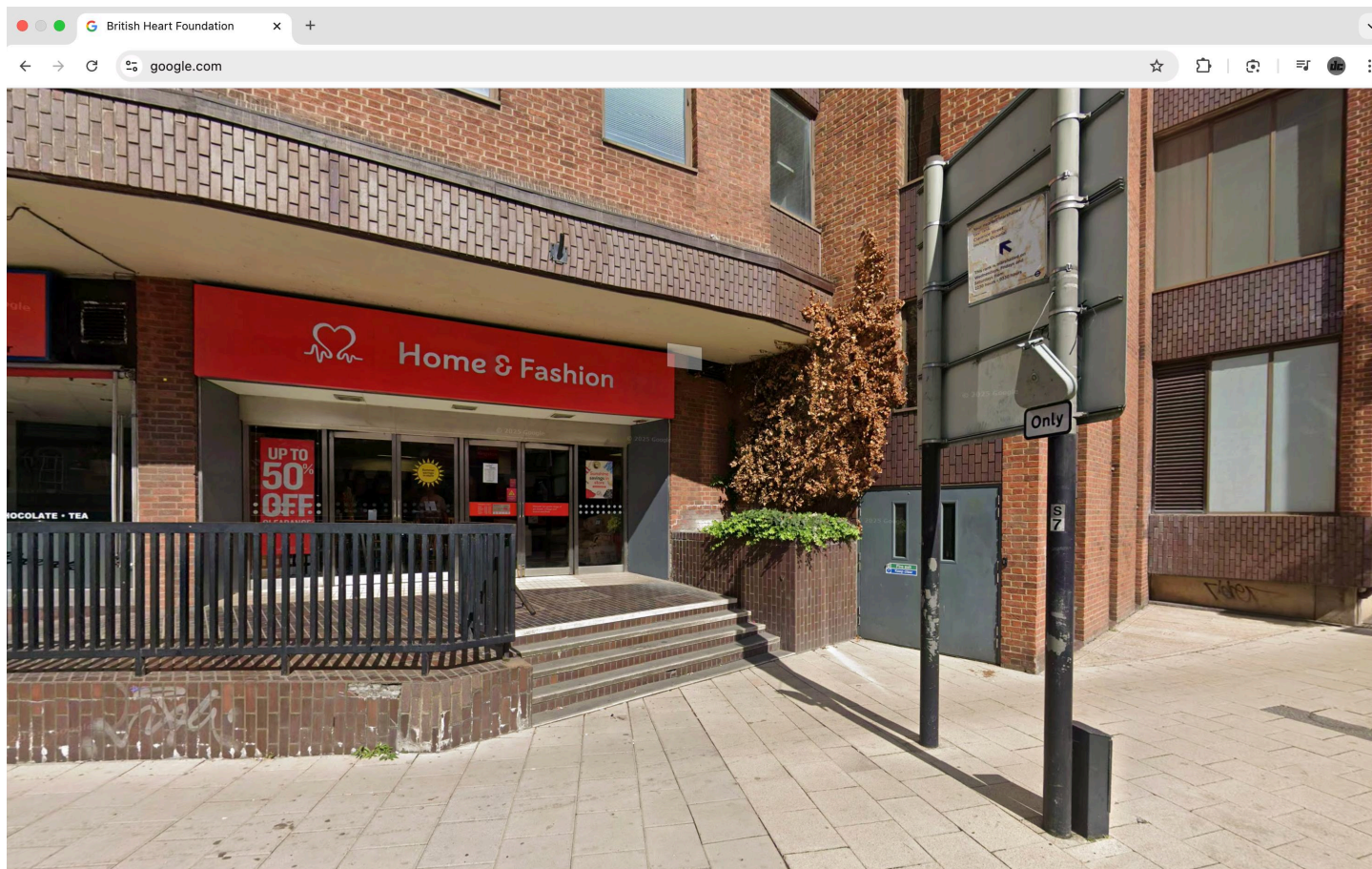
I interviewed.. British Heart Foundation customer service agents, collection van drivers, warehouse & store staff, and item donors.

To learn about.. the BHF's legacy end-to-end item donation collection process, covering all customer and internal touchpoints, including any pain points and ideas for optimisation.

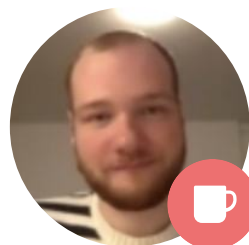
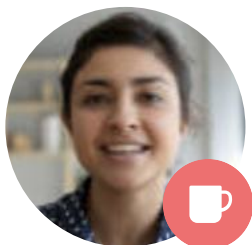
So that.. improvements to the operational process and customer experience could be made, and a self-serve collection booking website could be designed and launched.

Continue →





BHF Kingston - where I interviewed store staff, van drivers, and management



121 in-person interview
sessions with collection drivers
and warehouse & store staff

3 weeks

11 participants

16 interviews

Playback format

Text-based research
summary covering
findings from all
internal process and
customer touchpoints

End of case studies

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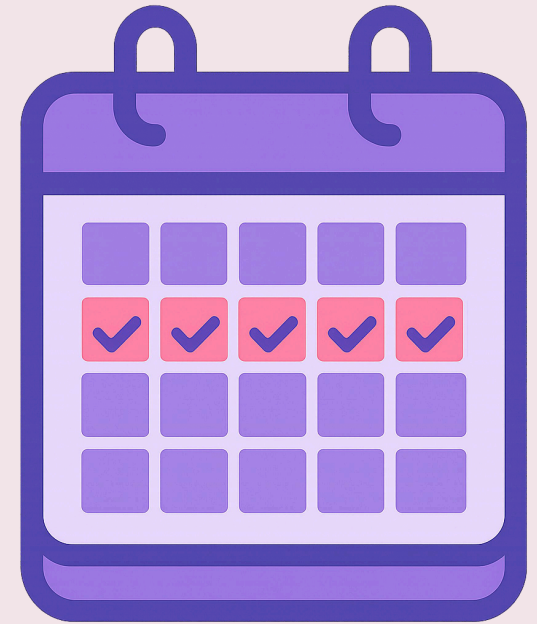
Five-day package

Monday: I will conduct discovery sessions with you as the client to understand your business, what you would like to learn about, and why.

Tuesday: I will collate everything discussed and prepare interview starter questions for you to review and sign-off.

Wednesday - Thursday: I will interview up to six participants (who you will need to source), and document all of the insights found.

Friday: I will create the final handover assets, and together we'll have the research debrief.



This is a basic starter package. If you would like to discuss a more tailored approach to your requirements, **just shout!**

Frequently asked questions

Can AI do your job? No! Qualitative research requires a nuanced understanding of human interaction that machines can't manage.

Why do you do this work? Because I love seeing people become passionate about their subject-area when I ask the right questions.

Can you source participants? We can discuss this during a consultation call, but ideally they will come from your own network.

Can you offer additional services? Yes of course! Product or service design? Let's talk.



I would be more than happy to answer any of your questions before we start working together.

Get in touch!



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