roots RESEARCH

CASE STUDY: **INTERVIEWS**

A world-leading resource for health research

THE PROJECT

An organisation developing tools and infrastructure required to support researchers to make new discoveries about human health and diseases wanted to undertake an interview project.

The aim of this project was to build their understanding of what researchers' expectations and interests are when learning about and working with large scale health data.

THE PROFILES

The client wanted to interview six to eight researchers using an in-depth interview methodology. The target respondents had experience interacting with large health datasets and were able to advise the client how they could better develop the project. This included those who were:

- ✓ **WORKING WITHIN** the health sector

- ✓ **EXPERIENCED IN ENGAGING** with large health datasets

- ✓ **WORKING WITHIN EITHER ACADEMIC** or charitable organisations or industry

- ✓ **PREVIOUSLY EXPERIENCED IN:**
  - Management of health-research studies using large-scale datasets
  - Proposal writing for health-related research using large-scale datasets
  - Data analysis on large-scale health datasets
  - From the following backgrounds: Academic / public institutions, Industry, Charity sector, Varied experience levels

RESEARCH METHODOLOGY

Interviews

THE PROCES

We conducted 1:1 interviews that incorporated both a card sorting workshop via digital tools (30 minute) and a Q&A session (15–30 minute). Interviews lasted a maximum of 1 hour.

THE OUTCOME

The client was able to gain deep insights into the best ways to set up and manage their project from experienced healthcare researchers with a variety of relevant backgrounds. This enabled them to make informed decisions to support the project development.