BUSINESS CASE WHITEPAPER · RES-017

Search intent study

Find the need behind the search term.



The decision

The team is assigning landing pages to queries without understanding which need each query expresses.

What the fee buys

We classify 80 supplied or researched queries by buying intent and unmet need.

When to commission

Buy when there is a decision about content or merchandise that the eighty-query study can inform.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

Two queries name the same product. One asks how it works and the other asks where to order a replacement.

In this illustrative case

Record research intent and purchase intent separately and note what evidence would change the classification.

Inputs and ownership

Define the proposed market and supply known queries, catalogue vocabulary and the assumptions to test.

1. Collect relevant queries
2. Classify buying intent
3. Identify unmet information needs

Using the handover

Use the query groups to plan pages or content that match the actual buying task.

An alternative to buying

Classify a small internal sample first if the proposed market or vocabulary is still unsettled.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£499 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Recruitment, panel costs, incentives and licensed research data are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 12.47 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Count reviewed queries assigned to a supported intent and flag unresolved classifications. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Buy when there is a decision about content or merchandise that the eighty-query study can inform. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification RES-017, GBP catalogue fee and an illustrative working case. View service scope.

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