

ID	Task Name	Duration	Status	Start Date	Finish	October			November
						9/29	10/13	10/27	10/27
1	Phase I - Education	30.75 days	0%	Thu 10/17/02	Thu 11/28/02				
2	Book on Qualitative analysis	10.25 days	0%	Thu 10/17/02	Thu 10/31/02				
3	Identify & order	0.25 days	0%	Thu 10/17/02	Thu 10/17/02				
4	Read	10 days	0%	Thu 10/17/02	Thu 10/31/02				
5	Book on Quantitative Research	10.25 days	0%	Thu 10/31/02	Thu 11/14/02				
6	Identify & order	0.25 days	0%	Thu 10/31/02	Thu 10/31/02				
7	Read	10 days	0%	Thu 10/31/02	Thu 11/14/02				
8	Book on Moderation techniques	10.25 days	0%	Thu 11/14/02	Thu 11/28/02				
9	Identify & order	0.25 days	0%	Thu 11/14/02	Thu 11/14/02				
10	Read	10 days	0%	Thu 11/14/02	Thu 11/28/02				
11	Conference - identify & book	1 day	0%	Thu 10/17/02	Thu 10/17/02				
12	Attend	1 day	0%	Thu 10/17/02	Thu 10/17/02				
13	Identify Internal Company Intelligence Contacts	1 day	0%	Fri 10/18/02	Fri 10/18/02				
14	Attend a focus group	1.5 days	0%	Thu 10/17/02	Fri 10/18/02				
15	Identify local research company	0.5 days	0%	Thu 10/17/02	Thu 10/17/02				
16	Attend one of their local meetings	1 day	0%	Thu 10/17/02	Fri 10/18/02				
17	Attend a usability meeting	1.5 days	0%	Fri 10/18/02	Mon 10/21/02				
18	Identify local usability lab (co or agency)	0.5 days	0%	Fri 10/18/02	Fri 10/18/02				
19	Attend a usability study	1 day	0%	Mon 10/21/02	Mon 10/21/02				
20	Investigate research/business intelligence associations	1 day	0%	Tue 10/22/02	Tue 10/22/02				
21	Phase II - Setup	28 days	0%	Wed 10/23/02	Fri 11/29/02				
22	Setup library	1.7 days	0%	Wed 10/23/02	Thu 10/24/02				
23	Order magazine rack	0.1 days	0%	Wed 10/23/02	Wed 10/23/02				
24	Order file cabinet	0.1 days	0%	Wed 10/23/02	Wed 10/23/02				
25	Create files for each category, competitor	1 day	0%	Wed 10/23/02	Thu 10/24/02				
26	Order/Get library subscriptions	0.5 days	0%	Thu 10/24/02	Thu 10/24/02				
27	Identify key publications (US/Intl)	0.5 days	0%	Thu 10/24/02	Thu 10/24/02				
28	Press Hits	2.25 days	0%	Thu 10/24/02	Mon 10/28/02				
29	Work w/PR to select clipping service	1 day	0%	Thu 10/24/02	Fri 10/25/02				
30	Check with Agency	0.25 days	0%	Thu 10/24/02	Thu 10/24/02				
31	Check w/PR mgr (if one)	0.25 days	0%	Thu 10/24/02	Fri 10/25/02				
32	Examples: Bacon's, NewsHound	0.5 days	0%	Fri 10/25/02	Fri 10/25/02				
33	Create a PR board (public)	1.25 days	0%	Fri 10/25/02	Mon 10/28/02				
34	Order and setup hallway bulletin board	0.25 days	0%	Fri 10/25/02	Fri 10/25/02				
35	Locate it centrally	0.5 days	0%	Fri 10/25/02	Mon 10/28/02				

ID	Task Name	Duration	Status	Start Date	Finish	October		Novembe
						9/29	10/13	10/27
36	Weekly postings (setup board 1st/ maintain)	0.5 days	0%	Mon 10/28/02	Mon 10/28/02			
37	Setup Sales Reports	21.05 days	0%	Mon 10/28/02	Tue 11/26/02			
38	Identify needs	1.25 days	0%	Mon 10/28/02	Wed 10/30/02			
39	Sales	0.25 days	0%	Mon 10/28/02	Tue 10/29/02			
40	Engineering	0.25 days	0%	Tue 10/29/02	Tue 10/29/02			
41	Marketing	0.25 days	0%	Tue 10/29/02	Tue 10/29/02			
42	Customer Service	0.25 days	0%	Tue 10/29/02	Tue 10/29/02			
43	President & VP's	0.25 days	0%	Tue 10/29/02	Wed 10/30/02			
44	Sign-off report layouts	1 day	0%	Wed 10/30/02	Thu 10/31/02			
45	Create custom reports	4 days	0%	Mon 11/18/02	Fri 11/22/02			
46	Get IS field data	1 day	0%	Mon 11/18/02	Tue 11/19/02			
47	Create reports	3 days	0%	Tue 11/19/02	Fri 11/22/02			
48	Publish 1st report (week/mo thereafter)	0.5 days	0%	Fri 11/22/02	Fri 11/22/02			
49	Post sales reports paper and on Intranet (automated)	2 days	0%	Mon 11/25/02	Tue 11/26/02			
50	Intranet - Research Section	3 days	0%	Wed 11/27/02	Fri 11/29/02			
51	Identify required data	1 day	0%	Wed 11/27/02	Wed 11/27/02			
52	Divide into sections	2 days	0%	Thu 11/28/02	Fri 11/29/02			
53	Industry News	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
54	Press	0.3 days	0%	Thu 11/28/02	Thu 11/28/02			
55	Press Hits	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
56	Press Releases	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
57	Competitive Press (by competition)	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
58	Competition	0.6 days	0%	Thu 11/28/02	Thu 11/28/02			
59	Identify/divide by competitors	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
60	Press Hits/Reviews	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
61	Press Releases	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
62	Public Financial	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
63	Links to site, other research (Hoovers, etc.)	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
64	Compiled Files	0.1 days	0%	Thu 11/28/02	Thu 11/28/02			
65	Products	0.3 days	0%	Fri 11/29/02	Fri 11/29/02			
66	Press Hits	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
67	Press Releases	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
68	Engineering Schedules	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
69	Roadmaps	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
70	Primary Research (survey's, focus groups, etc.)	0.4 days	0%	Fri 11/29/02	Fri 11/29/02			

ID	Task Name	Duration	Status	Start Date	Finish	October		Novembe
						9/29	10/13	10/27
71	Surveys	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
72	Usability Studies	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
73	Round Tables	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
74	Focus Groups	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
75	Secondary Research (reports, articles, etc.)	0.3 days	0%	Fri 11/29/02	Fri 11/29/02			
76	Analyst Reports	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
77	News Articles	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
78	Competitive Studies	0.1 days	0%	Fri 11/29/02	Fri 11/29/02			
79	Phase III - Secondary Research	29.75 days	0%	Mon 12/2/02	Fri 1/10/03			
80	Identify unique research resources (Hoovers, Lexis Nexis)	1 day	0%	Mon 12/2/02	Mon 12/2/02			
81	Analyst Reports	15 days	0%	Tue 12/3/02	Mon 12/23/02			
82	Identify top 10 industry analyst	1 day	0%	Tue 12/3/02	Tue 12/3/02			
83	Contact each analyst company on availability reports & whi	2 days	0%	Wed 12/4/02	Thu 12/5/02			
84	Network within Company to find libraries, reports, etc.	1 day	0%	Fri 12/6/02	Fri 12/6/02			
85	Network withinCompany to find business intelligence & res	1 day	0%	Mon 12/9/02	Mon 12/9/02			
86	Obtain copies of all existing reports	2 days	0%	Tue 12/10/02	Wed 12/11/02			
87	Review (read) and mark all reports	5 days	0%	Thu 12/12/02	Wed 12/18/02			
88	Categorize and file	1 day	0%	Thu 12/19/02	Thu 12/19/02			
89	Identify which reports you want to purchase (\$10k budget).	2 days	0%	Fri 12/20/02	Mon 12/23/02			
90	News Articles	5.25 days	0%	Tue 12/24/02	Tue 12/31/02			
91	Identify top 10 US trade publications (above)	0.25 days	0%	Tue 12/24/02	Tue 12/24/02			
92	Identify top 20 international trade publications	1 day	0%	Tue 12/24/02	Wed 12/25/02			
93	Order comp copies of all publications	1 day	0%	Wed 12/25/02	Thu 12/26/02			
94	Initial review of new pubs, copy key articles, circulate, file	2 days	0%	Thu 12/26/02	Mon 12/30/02			
95	Setup on-line filters (and regularly review - ongoing)	1 day	0%	Mon 12/30/02	Tue 12/31/02			
96	Competitive Analysis	8.5 days	0%	Tue 12/31/02	Fri 1/10/03			
97	Create files for each competitor (above)	1 day	0%	Tue 12/31/02	Wed 1/1/03			
98	Setup monitoring software for competitor's sites	2 days	0%	Wed 1/1/03	Fri 1/3/03			
99	Manage creation of competitive matrix	2.5 days	0%	Fri 1/3/03	Tue 1/7/03			
100	Formalize format	0.5 days	0%	Fri 1/3/03	Fri 1/3/03			
101	Assign work by category with deadlines	1 day	0%	Fri 1/3/03	Mon 1/6/03			
102	Prepare PowerPoint slides for each competitor	1 day	0%	Mon 1/6/03	Tue 1/7/03			
103	Prepare bi-annual competitive update report/Powerpoi	3 days	0%	Tue 1/7/03	Fri 1/10/03			
104	First Report	2 days	0%	Tue 1/7/03	Thu 1/9/03			
105	Second Report	1 day	0%	Thu 1/9/03	Fri 1/10/03			

ID	Task Name	Duration	Status	Start Date	Finish	October			Novembe
						9/29	10/13	10/27	
106	Phase IV - Primary Research	145 days?	0%	Thu 10/17/02	Wed 5/7/03				
107	Compile list of potential research projects	1.4 days?	0%	Mon 10/28/02	Wed 10/30/02				
108	Group Meeting to define needs	1.4 days?	0%	Mon 10/28/02	Wed 10/30/02				
109	Prioritized sales collateral request	0.1 days	0%	Mon 10/28/02	Tue 10/29/02				
110	Product research projects	1 day?	0%	Tue 10/29/02	Wed 10/30/02				
111	Other research projects	0.1 days	0%	Wed 10/30/02	Wed 10/30/02				
112	Reseller channel projects	0.1 days	0%	Wed 10/30/02	Wed 10/30/02				
113	Competitive projects	0.1 days	0%	Wed 10/30/02	Wed 10/30/02				
114	Round Tables	83.25 days	0%	Fri 1/10/03	Wed 5/7/03				
115	Sales Meeting Round table (during sales rally)	8 days	0%	Fri 1/10/03	Wed 1/22/03				
116	Determine areas to question	2 days	0%	Fri 1/10/03	Tue 1/14/03				
117	Reseller issues	0.5 days	0%	Fri 1/10/03	Mon 1/13/03				
118	MarCom & Customer Service requirements	0.5 days	0%	Mon 1/13/03	Mon 1/13/03				
119	Product concerns, requirements	1 day	0%	Mon 1/13/03	Tue 1/14/03				
120	Create discussion scenarios by area	1 day	0%	Tue 1/14/03	Wed 1/15/03				
121	Recruit participants	2 days	0%	Wed 1/15/03	Fri 1/17/03				
122	Conduct sessions	1 day	0%	Fri 1/17/03	Mon 1/20/03				
123	Compile & report results	2 days	0%	Mon 1/20/03	Wed 1/22/03				
124	Reseller Round table (during conference)	8 days	0%	Mon 4/28/03	Wed 5/7/03				
125	Determine areas to question	2 days	0%	Mon 4/28/03	Tue 4/29/03				
126	Reseller issues	0.5 days	0%	Mon 4/28/03	Mon 4/28/03				
127	MarCom & Customer Service requirements	0.5 days	0%	Mon 4/28/03	Mon 4/28/03				
128	Product concerns, requirements	1 day	0%	Tue 4/29/03	Tue 4/29/03				
129	Create discussion scenarios by area	1 day	0%	Wed 4/30/03	Wed 4/30/03				
130	Recruit participants	2 days	0%	Thu 5/1/03	Fri 5/2/03				
131	Conduct sessions	1 day	0%	Mon 5/5/03	Mon 5/5/03				
132	Compile & report results	2 days	0%	Tue 5/6/03	Wed 5/7/03				
133	Consultant/Analyst Round table (during conference)	7 days	0%	Mon 4/28/03	Tue 5/6/03				
134	Determine areas to question	1 day	0%	Mon 4/28/03	Mon 4/28/03				
135	Consultant issues	0.5 days	0%	Mon 4/28/03	Mon 4/28/03				
136	Product concerns, requirements	0.5 days	0%	Mon 4/28/03	Mon 4/28/03				
137	Create discussion scenarios by area	1 day	0%	Tue 4/29/03	Tue 4/29/03				
138	Recruit participants	2 days	0%	Wed 4/30/03	Thu 5/1/03				
139	Conduct sessions	1 day	0%	Fri 5/2/03	Fri 5/2/03				
140	Compile & report results	2 days	0%	Mon 5/5/03	Tue 5/6/03				

ID	Task Name	Duration	Status	Start Date	Finish	October			November
						9/29	10/13	10/27	10/27
141	User Groups	6 days	0%	Fri 11/8/02	Mon 11/18/02				
142	Determine areas to question	6 days	0%	Fri 11/8/02	Mon 11/18/02				
143	Purchase Behavior / Reseller issues	0.5 days	0%	Fri 11/8/02	Fri 11/8/02				
144	Customer Service requirements	0.5 days	0%	Mon 11/11/02	Mon 11/11/02				
145	Product concerns, requirements	1 day	0%	Mon 11/11/02	Tue 11/12/02				
146	Create discussion scenarios by area	1 day	0%	Tue 11/12/02	Wed 11/13/02				
147	Conduct sessions	1 day	0%	Wed 11/13/02	Thu 11/14/02				
148	Compile & report results	2 days	0%	Thu 11/14/02	Mon 11/18/02				
149	Focus Groups	4 days	0%	Thu 10/17/02	Tue 10/22/02				
150	1st Focus Group	4 days	0%	Thu 10/17/02	Tue 10/22/02				
151	Determine products to test	1 day	0%	Thu 10/17/02	Thu 10/17/02				
152	Determine test schedule	0.5 days	0%	Thu 10/17/02	Thu 10/17/02				
153	Determine test locations	1 day	0%	Thu 10/17/02	Thu 10/17/02				
154	Create test scenarios	3 days	0%	Thu 10/17/02	Mon 10/21/02				
155	Determine test candidate profiles	0.5 days	0%	Thu 10/17/02	Thu 10/17/02				
156	Recruit participants	3 days	0%	Thu 10/17/02	Mon 10/21/02				
157	Conduct usability testing	2 days	0%	Thu 10/17/02	Fri 10/18/02				
158	Generate test result - report	4 days	0%	Thu 10/17/02	Tue 10/22/02				
159	2nd Focus Group	4 days	0%	Thu 10/17/02	Tue 10/22/02				
160	Determine products to test	1 day	0%	Thu 10/17/02	Thu 10/17/02				
161	Determine test schedule	0.5 days	0%	Thu 10/17/02	Thu 10/17/02				
162	Determine test locations	1 day	0%	Thu 10/17/02	Thu 10/17/02				
163	Create test scenarios	3 days	0%	Thu 10/17/02	Mon 10/21/02				
164	Determine test candidate profiles	0.5 days	0%	Thu 10/17/02	Thu 10/17/02				
165	Recruit participants	3 days	0%	Thu 10/17/02	Mon 10/21/02				
166	Conduct usability testing	2 days	0%	Thu 10/17/02	Fri 10/18/02				
167	Generate test result - report	4 days	0%	Thu 10/17/02	Tue 10/22/02				
168	Surveys	9 days?	0%	Thu 10/17/02	Tue 10/29/02				
169	Determine areas to survey	1 day?	0%	Thu 10/17/02	Thu 10/17/02				
170	Determine schedules	1 day?	0%	Thu 10/17/02	Thu 10/17/02				
171	Survey #1	9 days	0%	Thu 10/17/02	Tue 10/29/02				
172	Create questions	1 day	0%	Thu 10/17/02	Thu 10/17/02				
173	Purchase/Acquire database	1 day	0%	Fri 10/18/02	Fri 10/18/02				
174	Send or Post (internet) questionnaires	2 days	0%	Mon 10/21/02	Tue 10/22/02				
175	Compile data	3 days	0%	Wed 10/23/02	Fri 10/25/02				

ID	Task Name	Duration	Status	Start Date	Finish	October			Novembe
						9/29	10/13	10/27	
176	Generate test results - report analysis	2 days	0%	Mon 10/28/02	Tue 10/29/02				
177	Survey #2	3 days	0%	Thu 10/17/02	Mon 10/21/02				
178	Create questions	1 day	0%	Thu 10/17/02	Thu 10/17/02				
179	Purchase/Acquire database	1 day	0%	Thu 10/17/02	Thu 10/17/02				
180	Send or Post (internet) questionnaires	2 days	0%	Thu 10/17/02	Fri 10/18/02				
181	Compile data	3 days	0%	Thu 10/17/02	Mon 10/21/02				
182	Generate test results - report analysis	2 days	0%	Thu 10/17/02	Fri 10/18/02				
183	Survey #3	3 days	0%	Thu 10/17/02	Mon 10/21/02				
184	Create questions	1 day	0%	Thu 10/17/02	Thu 10/17/02				
185	Purchase/Acquire database	1 day	0%	Thu 10/17/02	Thu 10/17/02				
186	Send or Post (internet) questionnaires	2 days	0%	Thu 10/17/02	Fri 10/18/02				
187	Compile data	3 days	0%	Thu 10/17/02	Mon 10/21/02				
188	Generate test results - report analysis	2 days	0%	Thu 10/17/02	Fri 10/18/02				
189	Usability Studies	3 days	0%	Thu 10/17/02	Mon 10/21/02				
190	Determine products to test	1 day	0%	Thu 10/17/02	Thu 10/17/02				
191	Determine test schedule	1 day	0%	Thu 10/17/02	Thu 10/17/02				
192	Usability #1	3 days	0%	Thu 10/17/02	Mon 10/21/02				
193	Determine test candidates	1 day	0%	Thu 10/17/02	Thu 10/17/02				
194	Create test scenarios	2 days	0%	Thu 10/17/02	Fri 10/18/02				
195	Recruit test candidates	3 days	0%	Thu 10/17/02	Mon 10/21/02				
196	Conduct usability testing	1 day	0%	Thu 10/17/02	Thu 10/17/02				
197	Generate test result - report	2 days	0%	Thu 10/17/02	Fri 10/18/02				
198	Usability #2	3 days	0%	Thu 10/17/02	Mon 10/21/02				
199	Determine test candidates	1 day	0%	Thu 10/17/02	Thu 10/17/02				
200	Create test scenarios	2 days	0%	Thu 10/17/02	Fri 10/18/02				
201	Recruit test candidates	3 days	0%	Thu 10/17/02	Mon 10/21/02				
202	Conduct usability testing	1 day	0%	Thu 10/17/02	Thu 10/17/02				
203	Generate test result - report	2 days	0%	Thu 10/17/02	Fri 10/18/02				