**Contract No: IWM/DE/1597**

**Audience Research Brief: IWM Website**

**Question & Answer Sheet No. 1**

1. Do IWM have contacts for participants who took part in the website testing, or another source of potential participants in research? We are happy to recruit some or all participants for the research, but if you have some potential participants already identified it will help us keep costs down.

No, unfortunately we don’t have a pool of participants for this – we would need to recruit them.

1. Would IWM able to provide Rooms (and potential catering) for events such as Workshops and Focus groups at you locations around the country? If so, what costs would we have to cover as part of the project budget?

We could potentially use rooms in Manchester, London and Duxford. We wouldn’t be able to provide catering outside basic drinks and biscuits

1. Is it possible to get access to the website evaluation report and any user/non-user demographics you have already collected to ensure our project proposal is a good fit for you requirements and doesn't repeat any work that has already been completed?

Unfortunately I’m not able to release that until the contract is awarded. So far we have done some user testing (task success only) on the existing site, but nothing around behaviours.

1. Would IWM be willing to support the distribution of physical surveys at your locations across the country, for example buy staff handing them out (we would print them and get them too the sites)? Obviously our staff could do this but it would limit the scale of survey which would be possible.

That is something we could look into, yes.

1. Are IWM able to provide any participant incentives such as passes for your sites or branded goods for reduced price or free to support this work? We feel discounted or free IWM related incentives would help be an efficient way to maximise participation rates for various research activities? Depending on what is available we could hold prise draws or give incentives to all participants.

Not sure, I would need to investigate.

6) Section 3.5.2 of the tender document mentions that an algorithm will be make available to the supplier, what exactly is this algorirth and how do you envision the supplier using it?

This is the TGI target group index demographic groupings.

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