

Day in the Life of a X **Market Researcher**

With Lumeng Jin, Agile Qualitative Market Researcher at Mars Wrigley



7:00am **DAY STARTS**

As activities around the world begin to kick into gear, I start with a quick check of overnight updates. Then, to launch the rest of the day with a peaceful and fresh mind. I take my dog on a morning walk.



8:00am **AGILE PROJECTS**

With a fresh mind, I dive into Agile projects, which consume the bulk of my workday. I strategize with my cross-functional teams, aligning our efforts, providing support, and prioritizing tasks based on each project's stage and communication needs.



The core of my role unfolds as I engage in concept exploration. I delve into personas, mapping out their pains, gains, and jobs-to-be-done. This is where I train, explore, and build hypotheses to direct our qualitative and quantitative research tools.



1:00pm RECHARGE

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Lunch is my time to recharge. I step away from the desk to catch up on the news, enjoy a training session, or simply relax. It's essential to maintain a balance, keeping the mind sharp for the afternoon's challenges.



6:30pm **GOLDEN HOUR**

With work concluded, I enjoy the evening's golden hour, perhaps at the gym or preparing a home-cooked meal. It's about enjoying the simple pleasures that complement a day's work.



5:30pm **NETWORKING**

Before I wrap up, there's time for networking. Connecting with industry peers and colleagues is a cornerstone of my role, sharing knowledge and cultivating relationships that enrich our collective work.

4:00pm

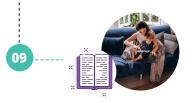
REPORTING

As the afternoon progresses, communication takes precedence. I spend time distilling complex insights into clear, actionable reports for stakeholders, ensuring the clarity of our project's narratives.



2:30pm **PASSION PROJECTS**

Back to work, and it's time for passion projects. I explore overarching themes like sustainability and health trends that apply across our portfolio, harnessing insights that could lead to the next big idea.



8:00pm

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DOWNTIME

As night falls, I unwind with a book or a favorite TV show. This downtime is crucial, allowing me to decompress and prepare for another productive day ahead.



The AI analysis tool is a real game-changer, making our analysis process 10 times faster. It's super efficient, giving us key themes and video snippets that can be quickly compiled into a reel for the team. This means less time digging through videos—what used to take hours now takes just 30 minutes, allowing us to create impactful presentations with both summaries and video clips.

Lumeng Jin, Agile Innovation Insights Manager at Mars Wrigley

Mars' journey with Voxpopme is a shining example of how embracing change can lead to extraordinary outcomes. Their eagerness to adopt and adapt to our platform has revolutionized their insights function, setting progressive standards in the industry. We are excited about the future of this partnership and confident that together, we will continue to break new ground in the realm of qualitative research. 💊

Aimee Stier, VP of Customer Success at Voxpopme

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