

# Using Research for Document Design

Susan Bell Research has created a unique research service for organisations who want to communicate in writing with their customers in a more engaging and efficient way

## The Skills We Bring Are:

We bring our understanding of people and our experience in customer research, specifically

- Our research skills
- Our language skills
- Our knowledge of the psychology of information design
- Our sense-making framework

## We Discover:

- What customers pay attention to and what they ignore
- Where they get confused or disengage

**We use our knowledge of language and the psychology of information design to understand why, so we can advise you what to do.**

## Use it For:

- Marketing brochures
- Regulatory documents
- Customer experience communications
- Websites

## What are the deliverables?

Based on what your customers tell us, we will advise you:

How to layout the piece to maximise comprehension and engagement

The words and phrases you need to replace and what to replace them with

If and when to use visuals and how to label them

Other ways to make your document clear and engaging.

## Other tips we might have for you include

- How to frame information to make it clearer
- The order to present the information in
- Different techniques for novel information vs familiar information
- How to 'make it strange'.

## What sort of research is this?

This is high quality custom-designed independent research that will fit in well with your customer experience or customer journey program.

**Because we are researchers, we**

Get the sampling right

Comply with all the relevant codes and standards

Work well with consumer insights and marketing teams

## Our Promise to You

We will design the research, conduct it, analyse the results, interpret the findings in light of your objectives and report them in plain language.

## Some Recent Testimonials

**Our clients love to work with us. As some of them have said:**



"That was really really insightful!"

"We love working with you because you think"

"I just love the time I spend working with you!"

"One of the best researchers I have ever met"

"Thanks again for your professional and timely services.... I have learned much from your analysis and insights."

"Your research helped us identify the winning formula"



## Who We Are

Our passionate team of consultants, who drive our continued success, are classically trained in the research craft and come from across the social sciences. We are all researchers and trainers.

- Susan Bell. BA Hons. English and Linguistics. Grad Dip. Psychology. AMSRS Fellow
- Suzanne Burdon. BA Hons. Sociology. QPMR, LTCL
- Jane Gregory. BA Hons. English Literature. QPMR

## Contact Us

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20/02/2012 - 19/02/2016

