

Rev's Recommended Research Workflow

Here at Rev, we've spoken with researchers about their processes and found that there are a few key areas in common workflows that can easily be optimized. With a few small tweaks, you can make your life easier — leading to better focus during interviews, less note-taking, faster analysis, and a quicker path to delivery. As you read on, you'll find that many of these tweaks come in the recording, transcription, and analysis processes.

Rev's Recommended Research Workflow helps you remove time-consuming, and tedious tasks that distract from the parts of your work that you truly love — meeting and speaking with people, analyzing data, finding trends, and delivering game-changing insights.

So, without further ado, here's our Recommended Research Workflow.

Establish Your Research Goals and Approach

Before you can start any actual research, you must first establish your goals and then choose your desired approach for that research. Here are some questions to consider:

- Why do you want to pursue in-depth information on this topic?
- How would your client/organization define success for this project?
- What specific information do you want to obtain from the research?
- To get the desired information, does it make more sense to hold in-depth interviews or focus groups? (*Note: Different considerations must be made depending on whether the research is conducted in-person or remotely. For instance, in a virtual focus group, a smaller number of subjects may be more effective than a larger one.*)
- How are you going to recruit the right participants for your research?
Are you going to outsource that process or handle it internally?

We've put together a handy [Guide to Conducting Remote Interviews for Qualitative Research](#) to help insights professionals organize and prepare before an in-depth interview, from designing your interview questions through to the analysis and delivery stages.

When preparing for your interview, it can be especially helpful to keep your interview questions separated by theme. This gives your interview a structure and allows you to easily locate and separate quotes and insights after the interview is over.

How to Approach Note-Taking

Researchers can take notes if they prefer, but these notes should be focused on documenting key insights or marking particularly important sections of the interview. Since you're recording (and transcribing!) the interview, we recommend that you focus less on taking word-for-word notes and more on your interview process — listening closely, asking follow-up questions, digging deeper for those “a-ha!” moments.

Use Rev to Record and Process Interviews Immediately

There are myriad ways to record interviews and focus groups, but regardless of your method or your file format, Rev can support your recording needs and incorporate them seamlessly into a more efficient workflow. Let's take a look:

Rev Call Recorder or Rev Voice Recorder

If you're conducting an IDI over the phone, the newly updated [Rev Call Recorder](#) is a perfect tool for you. This free app lets you record unlimited calls at no cost to you, and also allows you to order Rev's 99% accurate, human-generated transcripts of those recordings directly from the same app.

Similarly, our [Rev Voice Recorder](#) gives you the same abilities for in-person recording. Instead of uploading a voice memo recording to the cloud and then downloading again to submit for transcription, you can simply submit your Rev Voice Recording for transcription from within the app.

Zoom Video Conferencing

Researchers who record virtual IDIs or focus groups with Zoom can simply submit the Zoom link directly to Rev for transcription. Alternatively, if you prefer to download the file of the recording, you can submit that to Rev as well.

Other Video Conferencing Tools

If you record your qualitative research with a different video conferencing tool, from Cisco Webex to one of the many specialized market research softwares, you can upload the file of your recording to Rev and order a transcript.

Other Ways to Order Rev Transcripts

Dropbox or Google Drive Integrations

Not recording your research with one of our apps or a video conferencing tool? Not a problem! If you record interviews independently and store the files in a cloud storage platform like Dropbox or Google Drive, Rev can easily set up an integration with either Dropbox or Google Drive.

This is an incredibly easy way to streamline your workflow, enabling you to submit transcription orders directly from tools that your team is already using. Plus, you can configure the integration so that the completed transcripts are pushed back to those same tools! This integration saves your team the step of even going to the Rev platform to place an order — you can do that right from your own drive.

Integration via API

If your organization has a large volume of recordings, it may be more efficient to set up an API integration with Rev. That way, transcript orders are automatically placed whenever new audio or video files are uploaded. That's not the only perk of an API integration, though. You'll also get:

- FREE per-word timestamps
- Transcript output in the following formats, making them perfect for text analysis:
 - JSON
 - Word
 - PDF
 - .txt

Know Your Transcript Options

First Draft Output

Are you crunched for time? You can get a Rough Draft transcript produced by Rev's industry-leading automatic speech recognition engine delivered to you in minutes. These AI-generated transcripts are cheaper than human transcription and can expedite the process if you need to dig into the transcript sooner.

Verbatim Transcription

Verbatim Transcription can be a useful way for researchers to track respondents' true reactions to questions, especially if the research is being done remotely. Pauses, false starts, and other verbal tics can act as another form of body language when interacting with an interviewee through a screen.

Timestamps

Adding timestamps in a transcript are an important tool for market researchers when analyzing research and pulling out specific details.

Analyze Data, Identify Patterns, Establish Themes

You have Rev transcripts in hand, so now it's time to analyze them and find those key insights.

Organize Transcripts by Folders

Keeping your transcripts organized will make your life much easier in the long run. Rev's platform allows you to create folders and name them as you see fit, so you can organize by project, client, etc. This will help ensure that the analysis process runs smoothly. Furthermore, you can share those folders with other team-members for quick and easy collaboration.

Utilize Rev's Transcript Editor

Rev's Transcript Editor interface gives every user on your team access to the transcripts, so they can make edits for their personal use or to share with team-members. With Rev's Transcript Editor, you can:

- Highlight
- Edit (spot check for misspellings, etc.)
- Annotate
- Follow along with audio as the platform auto-highlights text in the transcript
- Search to easily find quotes
- Share links to the editor interface with your team
- Download highlighted or edited versions to share

When multiple people can analyze the same interview and highlight insights, you can compile final reports faster. These highlighted sections can be exported from the transcript for easy inclusion in your ultimate analysis.

Develop and Apply Codes

The Transcript Editor's searching, highlighting, and annotation tools make it a valuable solution for coding — you can highlight and label certain quotes that match themes and then export them and put them into a tracking document to organize.

Gather Themes and Organize Insights

Once you have coded your data, pull direct quotes from the interview and organize them into themes and takeaways so you and your team can easily identify commonalities across interviews.

- Use a tracking document to separate these themes
- Once separated, use your coding system to develop an insights report or presentation to share with clients or internal stakeholders

Display Your Data and Draw Conclusions

Once your data is organized, coded, and analyzed, you can formulate your conclusions.

- Leverage quotes pulled directly from Rev transcripts to support your research takeaways in your final deliverable
- Deliver full, accurate transcripts to clients and stakeholders as part of the final research deliverable

Rev is the most accurate, fast, and affordable option for researchers who need quick transcripts of their qualitative research. You can't afford to wait 3 days for a transcript of that 90-minute in-depth interview, which is why Rev will deliver a 99% accurate, verbatim transcript of the interview within hours. Plus, the transcript will be searchable, shareable, and editable, allowing for collaboration with team-members, faster analysis, and an accelerated delivery time to clients or stakeholders.

[Learn more about how Rev can help optimize your research workflow today.](#)