

Desk Qualitative Research Report

1. Title Page

- **Title:** "Desk Qualitative Research Report on [Topic/Subject]"
- **Prepared for:** Name of the client, organization, or stakeholder.
- **Prepared by:** Name(s) of the researcher(s) or research firm.
- **Date of Submission:** Submission date.

2. Table of Contents

- List of sections, sub-sections, and page numbers.

3. Executive Summary

- **Objective:** Purpose of qualitative research.
- **Methodology:** Brief overview of qualitative methods used.
- **Key Insights:** Main themes and patterns that emerged.
- **Recommendations:** Recommendations based on qualitative data.

4. Introduction

- **Purpose:** Reason for conducting qualitative desk research.
- **Scope:** The area covered by the research.
- **Research Objectives:** Key research questions to be answered.

5. Methodology

- **Research Approach:** Outline the qualitative research approach.
- **Data Sources:** Journals, interviews, case studies, white papers, and reports.

- **Data Collection and Analysis:** Describe how qualitative data was collected and analyzed.

6. Thematic Analysis

- **Themes and Patterns:** Identify key themes that emerged from the research.
- **Quotes and Case Studies:** Support themes with qualitative quotes and case studies.
- **Contextual Factors:** Highlight factors that may have affected responses.

7. Key Insights

- **Emerging Patterns:** Discuss patterns that emerged.
- **Thematic Observations:** Highlight observations from the qualitative research.
- **Case Examples:** Provide real-world examples to support key themes.

8. Recommendations

- **Actionable Strategies:** Key strategies for decision-makers.
- **Potential Risks:** Risks identified during the research.
- **Next Steps:** Recommendations for future action.

9. References

- Include all reference materials used for the desk research.

10. Appendices

- Supplementary material, notes, and definitions.