

UNDERSTAND APP // KEY ROLES

Please review this list of user roles that are recommended for the *Understand app*.



SPONSOR

Mid-level manager, who on behalf of his/her business unit, creates a call-to-action for researching a given topic.



INNOVATION TEAM MEMBER

Individual on the innovation team that is responsible for communicating the value of an Understand forum to the sponsor and setting up the Understand forum.



RESEARCH TEAM MEMBER

Individual on the research team who helps the sponsor collect and synthesize research on a specific topic. He/she communicates with participants and summarizes the findings after the forum closes.



PARTICIPANTS

Individuals who submit and/or collaborate on research notes in an Understand forum.