



MRX Technology Evaluation Framework



Suggested standard evaluation categories and weights

Core Functionality (30%)

- Addresses primary research needs
- Quality of core features
- Methodology support
- Data quality and accuracy

User Experience & Adoption (20%)

- Interface design and intuitiveness
- Learning curve and training needs
- Efficiency of key workflows
- User satisfaction during testing

Technical Considerations (20%)

- Setup and configuration process
- Performance and stability
- Data management capabilities
- Security and compliance features

Integration & Compatibility (15%)

- Data import/export functionality
- Compatibility with existing tools
- IT requirements compliance

Business Considerations (15%)

- Cost structure and value
- Vendor support and responsiveness
- Data privacy requirements compliance
- Implementation timeline
- Future development roadmap

Best Practices: Including IT, legal, and finance teams at this stage will help you cover your bases on data security and privacy and budget or payment constraints (i.e., will only pay on a quarterly basis vs pay for an entire year up-front). Knowing these constraints now can save a lot of shock later when you've selected a tool and find your company's financial approach doesn't work well with the vendor's financial needs, or the vendor's contract has terms and conditions your legal team can't accept. **NOTE:** *Many vendors will charge for a pilot or a trial. While talking to your finance team about criteria you need to consider during the evaluation phase, you may want to also consider talking to them about setting aside a budget for this effort.*