

METHODO

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AI in Research

Opportunities, Challenges & Lessons Learned

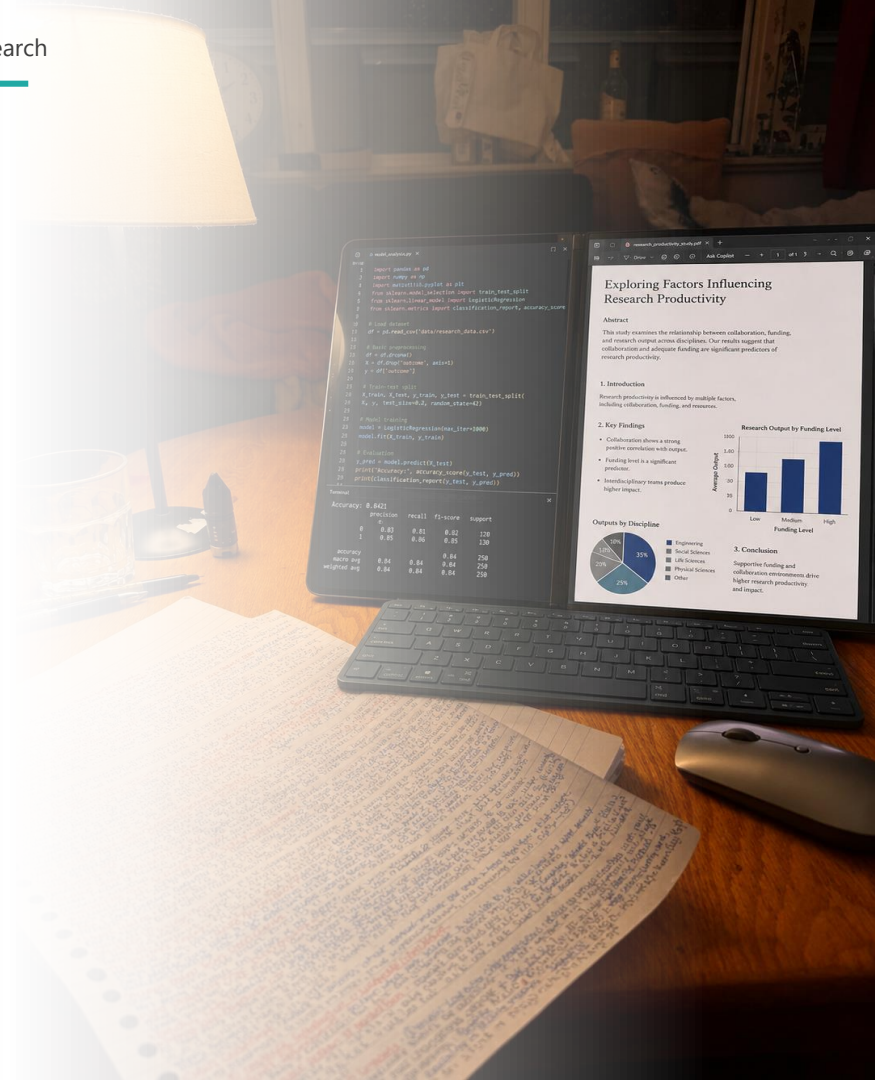
June, 2026

Understanding Researchers

“ While researchers have been trying to understand AI,

I’ve been spending my time trying to understand researchers.

Nini Bokuchava
AI Engineer | Methodo



Starting With The Right Question

Most organizations asked:

**How can we
use AI**



We asked:

**How can AI
improve research?**



Accelerate Research



**Enhance Survey
Experience**



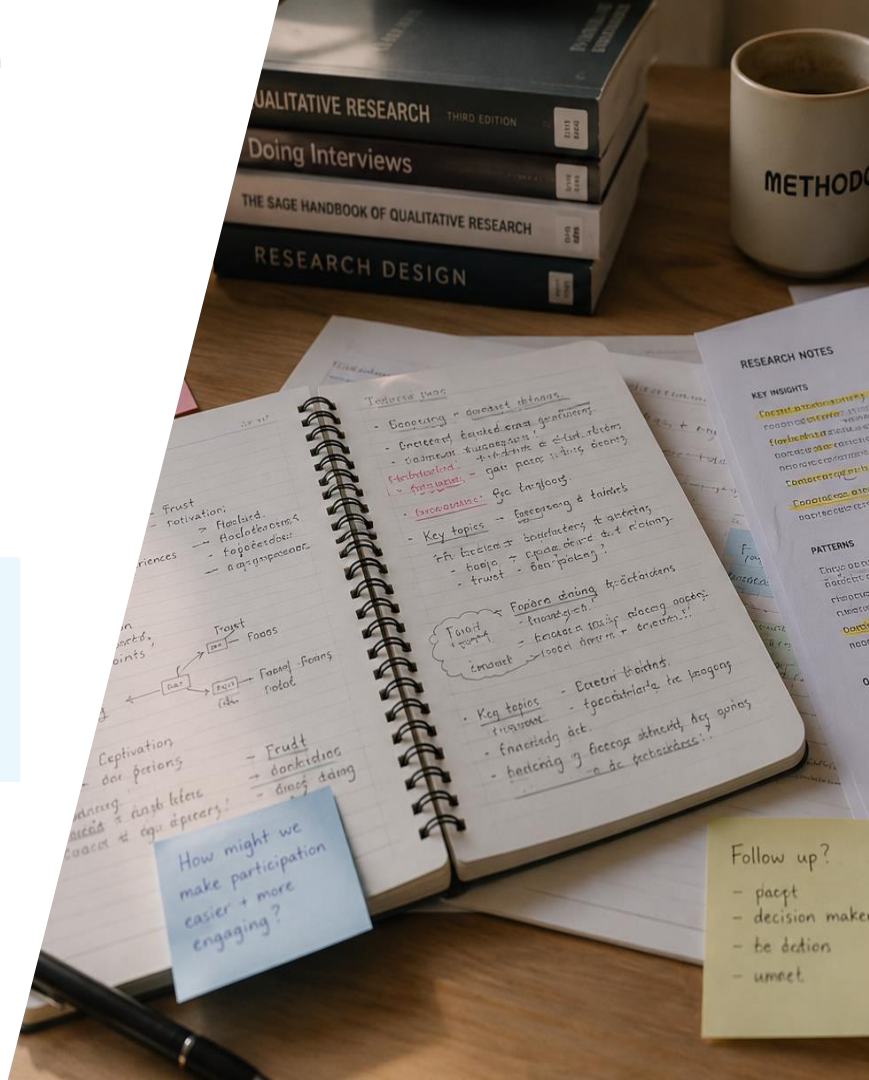
**Increase Access
to Expertise**

The Biggest Challenge Wasn't AI

Building AI for researchers required us to first understand how researchers **actually work**



Most AI projects begin with technology.
We began with research.



AI Research Partner

Making research expertise more accessible.

The Challenge

Many researchers, students, and research clients face the same challenge:

They need **methodological guidance**, but expert consultation is time consuming, expensive or difficult to access.

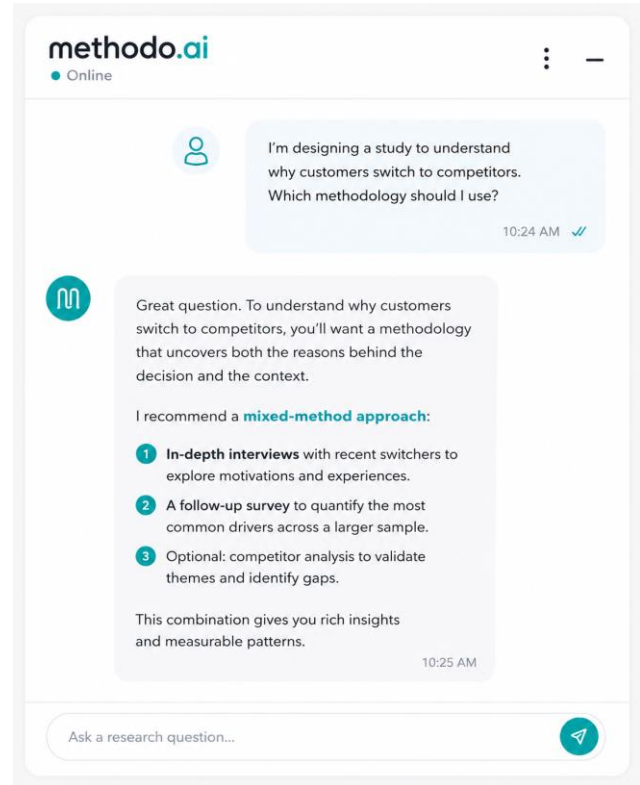
Our Solution

A conversational platform that helps users:

- ✓ Design research projects
- ✓ Select methodologies
- ✓ Assist creating TOR
- ✓ Learn through dialogue

And many more...


Not a chatbot.
A **research guide**.



AI Interviewer


Bridging quantitative and qualitative research.


SURVEY QUESTION

 How satisfied are you with your experience?

Dissatisfied Satisfied Neutral

AI FOLLOW-UP QUESTION

 What specifically contributed most to your positive experience?



Adaptive Follow-up Questions

Questions change based on responses.

Context-Aware Questions

Explores what matters most to each respondent.

Higher Engagement

Pilot testing showed stronger participations.

Not just collecting answers. **Understanding Them.**

AI Research Insights

Helping decision-makers **interact** with research data.



CEO 10:30 AM

What **improved** the most over the last 5 survey waves?



AI Research Insights 10:30 AM

Employee trust in leadership showed the strongest increase, rising by **14 percentage points**.

The largest improvement occurred within **Operations department**

From dashboards to **insights**

Challenges We Didn't Expect



COST

Every interaction has a cost.

Making AI accessible requires constant optimization behind scenes.



SPEED

Users expect answers almost immediately.

Even the best answer loses value if it takes too long to appear on the user-side.



TRUST

Without strong research knowledge AI quickly becomes generic.

Trust comes from methodology and human expertise, not technology alone.

**Researchers are not being
replaced.**

**Research is being
amplified.**

Human expertise **matters more than ever**,
AI makes information easier to access but researchers create meaning.



**End
To
End** Excellence