— ASAP · STAGE 01

5C Strategy

Built for the decision before design.

Digital strategy fails when teams skip the foundation.

Five forces
mapped before anything changes

One brief
built for your situation

Stage 01
of every ASAP engagement

THE PROBLEM

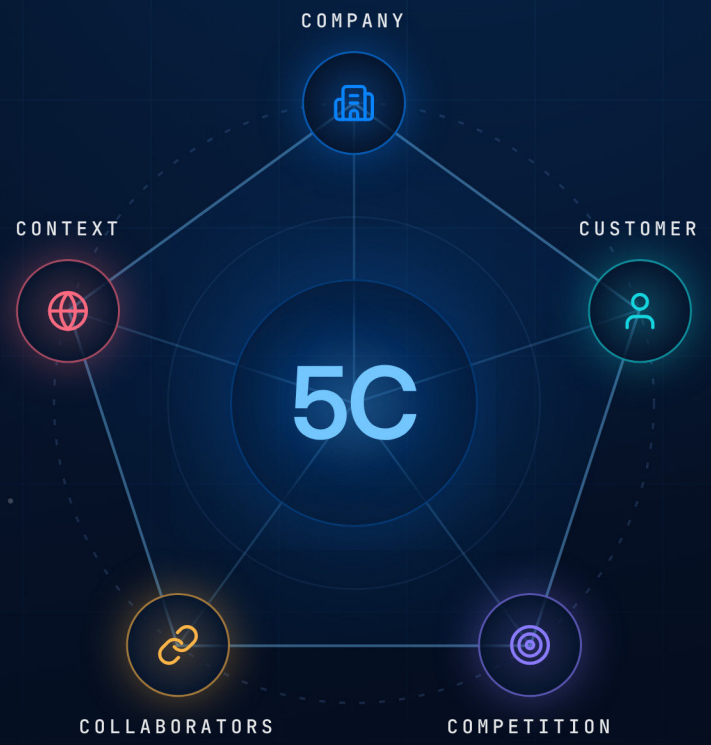
The data says something is wrong. It can't say what.

1. Most teams have the data and a baseline strategy.
2. What's hard to see from inside is what actually shapes decisions in your market.
3. So redesigns fix symptoms, not the strategy.

5C sees the whole board before anything changes.

WHAT 5C DOES

Five forces. One strategic brief.



THE FIVE FORCES

We map five forces before anything changes.

Company
What the brand can credibly own and deliver.

Customer
The moments where confidence is built or lost.

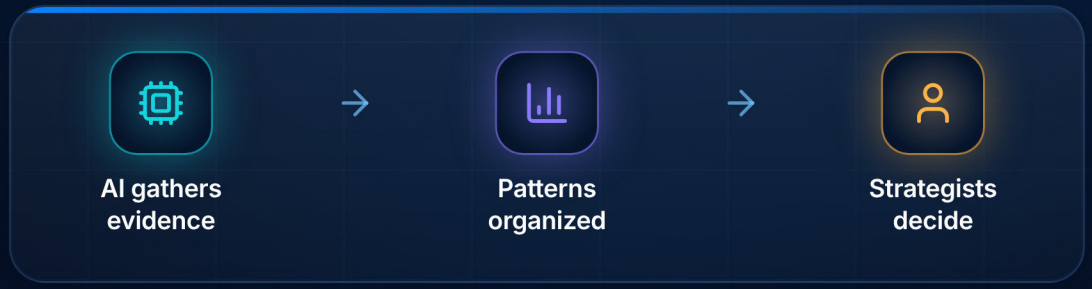
Competition
What the asset is really competing against.

Collaborators
People and platforms that define what's possible.

Context
Market, platform, regulatory and cultural forces.

WHY WEBLAB'S 5C IS DIFFERENT

AI covers the landscape. Strategists decide.



01 **Broad evidence**
Across all five forces, fast.

02 **Vertical intelligence**
Built for your industry and audience.

03 **Focused interpretation**
What the evidence means, and what to do.

FIELD NOTE · HEALTHCARE

When traffic isn't the problem.

A leading health system had heavy traffic and few appointments. 5C reframed the question.

1. The site was built for one visitor type. Others had to hunt for a path.
2. High-value audiences arrived, found no value, and left.
3. The competitive landscape was shifting where analytics had no visibility.

Ten platform-specific research propositions gave the engagement its direction.

WHAT YOU GET

Strategy first. Then everything else.

- Strategic problem definition
- Customer & decision context
- Competitive landscape
- Brand opportunity map
- Platform & vertical implications
- Feeds Web BQ & Design Foundry

Available standalone, or as Stage 1 of a full ASAP engagement.

THE WEBLAB SUITE

Better digital decisions.
From strategy to experience.

Start with a focused question, or connect the full journey with ASAP.is. Every offering below runs standalone, or as part of a full ASAP engagement.

01 THE CONNECTED INTELLIGENCE SYSTEM

ASAP.is

Strategy, diagnosis, prototypes and consumer validation in one connected engagement.

02 MEASURE YOUR DIGITAL BRAND EQUITY

Site Equity Score

Score how well your site persuades, engages and builds relationships with its audiences.

03 FIND THE STRATEGIC OPPORTUNITY

5C Strategy

Map company, customers, competitors, collaborators and context before design.

04 DIAGNOSE THE EXPERIENCE

Web BQ

Evaluate Information, Interactivity and Image to understand what works and what to fix.

05 TURN INSIGHT INTO DESIGN

Design Foundry

Translate research into product briefs, design directions and testable prototypes.

06 UNDERSTAND CHOICE ACROSS CHANNELS

Omnivizn

Study how people choose across ecommerce, retail and the wider omnichannel journey.

weblab™

START WITH THE EVIDENCE

Make your next digital move count.

Bring a website, an app or a digital challenge. We'll help you understand the experience and decide what to do next.

EXPLORE WEBLAB

weblabresearch.com ↗

AI-POWERED. HUMAN-LED.

C3R

THE RESEARCH BEHIND WEBLAB

WebLab is the digital research division of C3Research, founded by Dr. Samar Das, a marketing scholar and former industry executive, to connect rigorous academic research with practical business decisions.

Two decades of digital behavior expertise. Proprietary frameworks. Human judgment at every stage.

20+
Years of research

CLIENTS ACROSS

Technology · Education · Healthcare

Lab
Controlled studies

IP
Proprietary frameworks

Imagine what you can do with a marketing R&D lab.

Founded in 2003 by Dr. Samar Das, a marketing scholar and former industry executive, to bridge rigorous academic research and practical industry application.

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EXPERTISE

- Brand & Consumer Strategy
- Advertising & Media
- Digital Experience
- Product Design & Innovation
- Retail & Omnichannel
- Healthcare Intelligence

CLIENT SECTORS

- Fortune 100 Tech
- Universities
- Fortune 500 Pharma
- Travel & DMOs
- Major health systems
- CPG brands
- Top cancer hospitals
- Ecommerce
- Media conglomerates
- Retail