## Module 3 Designer’s Essay:

## Creating YourIdeal Research Plan

**My Ideal Research Plan**

**My Design Challenge: Social Impact**

**My Primary Research**

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| **Types of PRIMARY research:** | **I would do this:** | **In order to learn more about:** |
| **Interview** | Ask about the idea to people who will be getting benefited. | What are their basic need. |
| **Focus group** | Members of the organization. | Managing proper time for the meeting. |
| **Survey or questionnaire** | A short one to one talk. | Understandable knowledge of their language. |
| **Observation** | What effect our organizations does in their life. | The need of doing this. |
| **Field test or experiment** | Observe their progress. | Happiness is what we need. |

**My Secondary Research**

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| **Types of SECONDARY research:** | **I would do this:** | **In order to learn more about:** |
| **Reports, books, and studies** published by universities; organizations, government agencies, market research firms, and trade associations | Watch news and ask about more ideas to my professors. | Stats of other organization like us. |
| **Articles, blogs and videos** published by newspapers, magazines, and industry experts | Watch ted talks and blackboard videos. | Ask and meet other organizations in my locality. |
| **Websites** of companies, organizations, competitors, and trade associations | Will search for other ideas online. | Identify the trends of failure of other organizations. |

**Other (optional):***A space for you to capture any ideas that don’t fit into the categories above!*

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| **OTHER types of research:** | **I would do this:** | **In order to learn more about:** |
| **Stats** | Review what progress we have made. | Check the completion of previous events. |

***Sources:*** [***https://www.google.com***](https://www.google.com)***,*** [***https://onecampus.laureate.net/#/dashboard***](https://onecampus.laureate.net/#/dashboard)***,*** [***https://youtu.be/44OCiZcL2XI***](https://youtu.be/44OCiZcL2XI)