Week 3 **Researching user needs**

Researching to create empathy

Research Design and Methods

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| **Project overview** | | | | | | | |
| Team name: | | | | | | | |
| Team members:Yuxuan Yang, Zixian Huang, Fengqing Wu, Ming Xu, | | | | | | | |
| Project partner: | | | | | | | |
| POV: | | | | | | | |
| **Methodology** | **Example** | | | **Response** | | | |
| What is you Research design? | *Primary or Secondary data or both*  ***For secondary data collection use online or desktop research or DT Tools such journey mapping/ KWL etc to guide your research.*** | | |  | | | |
| **Primary Data collection** | **Example** | | | **Response** | | | |
| What research method(s) will your team use? | *Qualitative, quantitative or mixed method?* | | | *mixed method, we plan at first to collect as much as information about GTP-3 to generate key ideas, then using some quantitative methods to analysis the those idea.* | | | |
| What elicitation techniques or data collection methods will your team use? | *Observation, interview, questionnaire, DT tools, site visit, etc?* | | | Collecting data through survey, website, articles, and report. | | | |
| What is your population sample? | *Who?* | | | Peers, professors | | | |
| *How many?* | | | Maybe 10-20 | | | |
| *How will the sample be chosen?* | | | Through survey | | | |
| When will your team collect the data? | *What is your data collection plan? Milestones?* | | | When we all figure out what it is our focus point. | | | |
| What are the ethical considerations?  (EA/ACS requirements or RRI factors etc) | *Question design?*  *Participant consent?*  *Data storage?*  *Other?* | | |  | | | |
| **Instrument design for interviews, focus groups or questionnaires, etc** | | | | | | | |
| **Sample question** | | **Questions format** | **Instrument (tick where applicable)** | | | | |
| Interview | | Focus Group | Questionnaire | Other |
| *Example: How often do you attend House dinners per month? 0 times 1-2 times 3-4 times* | | Likert scale using frequency distribution |  | |  |  |  |
| 1. | |  |  | |  |  |  |
| 2. | |  |  | |  |  |  |
| 3. | |  |  | |  |  |  |
| 4. | |  |  | |  |  |  |
| 5. | |  |  | |  |  |  |
| **Instrument design for site visits or observations** | | | | | | | |
| What is the criterion for your data collection? | |  | | | | | |
| What resources do you need? | |  | | | | | |
| What is the timeframe for your data collection? | |  | | | | | |
| Other? | |  | | | | | |