**Module 3: Design Thinking Research**

**Assignment: Conducting Design Thinking Research**

**Part 2: Creating Your Ideal Research Plan**

For this assignment, complete the chart as it applies to your current Design Challenge.

* Look at each type of research method presented in the left-hand column (first column).
* In the middle column, provide at least one example of what you might do for your Design Challenge.
* Explain your reason for doing it in the right-hand column (last column).

**Note:** You do *not* have to actually conduct all of these research tasks (focus groups, etc.) to complete this assignment. Rather, you simply have to write what you would plan to do and why. So, take advantage of your imagination and unlimited boundaries to create your “ideal research plan.’

**Ideal Research Plan**

**Design Challenge: Technology that supports less pollution**

**Primary Research**

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| --- | --- | --- |
| **Types of PRIMARY research:** | **I would do this:** | **In order to learn more about:** |
| **Interview** | Had a chat with my friend about technology and pollution and how those both faces overlap. | The relationship between both major aspects that support human life. |
| **Focus group** | Do a neighbor meeting for a discussion on sustainable development for betterment in society | Knowing and exploring new ideas |
| **Survey or questionnaire** | Articles in newspaper with check boxes to check basic knowledge and vision of the mass | Knowledge people already have on the topic and taking up new creative ideas to work upon |
| **Observation** | Electric cars and learning about new aspects | New ways to conserve our environment |
| **Field test or experiment** | Visit an old factory and see what improvements can be done so that pollution through it can be reduced | Needs some real life experience and case scenarios |

**Secondary Research**

|  |  |  |
| --- | --- | --- |
| **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 | Visit library , surf on internet | Current trends, statistics, providers, and organizations focusing on free energy. |
| **Articles, blogs and videos** published by newspapers, magazines, and industry experts | Subscribe magazines and read through newspaper articles TEDex | What is being done in my local area and my geographic areas of interest; find out how these areas compare or contrast with other |
| **Websites** of companies, organizations, competitors, and trade associations | NASA , EON MUSK , Telsa motors and other advocacy units | Identify past, current, and future projects and initiatives – scope, successes, failures, and champions |

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

|  |  |  |
| --- | --- | --- |
| **OTHER types of research:** | **I would do this:** | **In order to learn more about:** |
| **Industrial tour** | Visit an free energy providing industry and learn their way of working | What free energy really means an =d what are the ways in which we can use It for betterment of human lives and society too |
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