Reading: Research Methods

1. Focus group:
   1. We plan to have interview with a group of college students. Ask them what they usually buy in each period (like: before school starts, middle of the semester, final week Etc.)
      1. Reason: Doing this kind of research could help us know what students need so that we could prepare ahead of time.
2. Email Surveys:
   1. We plan to use email survey to all the college students. Also, to avoid advertisement disregarding, we plan to have small amount shopping cards for everyone finishes the survey.
      1. Reason: Since it is an app for all college students, it needs huge amount of data, so Interviewing students one by one will take too much time. Therefore, choosing email survey will be an easy way to reach the target.
3. Customer Feedback:
   1. We plan to ask feedback to our customers, ask them if they want to buy but didn’t find anything on our app. Also, we will have some price for customers give us feedback.
      1. Reason: Even though we predict students need, but there could be something missing. By collecting feedback from customer, we could find the stuff we miss.