

Task 3.403

Main research Questions

- Make a list of research questions / areas

Modalities and Methodologies (Ways we plan to conduct this research)

Modalities Ways we plan to conduct the research

Methodologies A system of methods, rules around a procedure (I think like what group of people we would interview)

- How we going to do the research and why
- The aims we wish to gain from the research

How will we document and present our research?

- A list of documents that we will share

Task 3.403

Research Questions

- What are the current problems companies and customers face when it comes to presenting the company's inventory?
 - o What is the nature of the problems? (what is causing the problem)
 - Source: Questionnaire & Research papers
 - o Who are the problems directed to? (is it the companies or customers facing the problem)
 - Source: Questionnaires (business owners & customers) & Research papers
 - o Are there any creative ways existing applications are attempting / solving such issues? Any downfalls?
 - Source: Research assumptions
- Who are the current inventory catalogue applications currently available designed for?
 - o Are their applications for all business sizes? (SMEs, Single owners, Big corporations)
 - Source: Research papers
 - o Are the applications for all people on different technical levels? (for older less tech savvy people, and more feature rich for others?)
 - Source: Questionnaire & Research papers
 - Source: Research assumptions (E.g. getting one user from each class to watch an existing applications tutorial and rate their understandings)
- How costly are these applications and do they seem worth it?
 - o How do these current applications make money?
 - Source: Research papers & Research assumptions
 - o Are there ways for these applications to make a profit without burdening the users?
 - Source: Questionnaires (business owners) & Research assumptions
 - o Does the cost effect the application negatively? (is it worth it for the app to have the negative effect with the current source of income, or would it be worth if for more users and different source of income)
 - Source: Research assumptions & Research papers

Modalities and Methodologies

- Questionnaires

The reason for questionnaires would be to gain answers to questions that haven't been asked before or are not clearly evident in research papers.

 - o Customer questionnaires

Here the group of customers can be anyone as every person needs to view a company's products and product details in order to purchase it.

 - The people we will question will be from two classes, tech savvy people and less tech savvy people
 - We will just ask them how comfortable they are with the digital way of doing things to know which class.
 - o Business questionnaires

Here we can question general sales people who deal with product sales. (friends and family, I'm sure we can find 5 people between the entire group)
- Research papers / articles

To gain data that we cannot easily accumulate on our own, or is not needed to accumulate

as already available. This data could also possibly more accurate due to a larger player base. (E.g. The problems companies are currently facing; we could gain larger insight from larger player base research papers)

- Research assumption

In order to gather data that might not be available for a specific area, though can assume from the closed related source. (E.g. Ad revenue, we could possibly find data on this from Facebook and google, though there might not be data specific for catalogue applications)

Documenting / Presenting our findings

- Graphs where possible with summary notes.
 - o Creating a bar graph for issues companies & customers are facing, measuring the 'seriousness' of such issue.
 - o Creating a bar graph presenting current applications, measuring what size businesses they are more focuses on catering too.
 - o Creating a bar graph presenting current applications, measuring the user-friendliness of such application for such application for customers as well as businesses, from beginners to novice.
 - o Creating a bar graph presenting current applications, measuring the way they make money. (E.g. through subscriptions, Ad revenue, parent companies, others ways?).
 - o Create a bar graph presenting current income streams of these apps, measuring (assuming) their success of such income stream.
- Lists; For where descriptive annotations are needed.
 - o Listing the issues and possible causes that could be related, as well as stating which stakeholders it is effecting.
 - o List possible other ways these applications could make an income, referencing other related apps and how they make money.

Summary

From this we will know what we actually going to be designing and the areas we are going to improve.

Extension on 3.4

We need to actually create a questionnaire for the classes, we need to get the questionnaires done. We need to research all the other questions

Next:

Task 4.2, we will design user-centered design techniques / what techniques we will use