

Exploratory Research Design

- In this type of design, Researcher try to uncover the hidden and unknown facts and phenomenon.
- is conducted for a research problem when the researcher has no past data or only a few studies for reference.
- Major focus of this design is to gain knowledge
- Discover new idea

Type - Exploratory Research Design

Primary research methods

- Primary research is information gathered directly from the subject.
- Projective techniques, Depth Interview, Experience Survey, Focus Group, Observation

Secondary Research Methods

- Secondary research is gathering information from previously published primary research. In such a research you gather information from sources like case studies, magazines, newspapers, books, etc.

Qualitative Techniques - Exploratory Research Design

Projective Techniques

- Individuals are asked to express their opinions and feelings on a situation or behaviour
- allow respondents to project their subjective or true opinions and beliefs onto other people or even objects.
- The respondent's real feelings are then inferred from what s/he says about others.

Qualitative Techniques - Exploratory Research Design

Types of Projective Techniques

- **Word Association** : word is given like village, cities,
- **Sentence Completion** : "Taking a holiday in the mountains is..."
- **Story Completion**
- **Thematic Apperception Test (TAT)** : the respondents are shown one or more pictures and asked to describe what is happening, what dialogue might be carried on between characters and/or how the "story" might continue.

Qualitative Techniques - Exploratory Research Design

Depth Interview

- A qualitative research technique
- Small group is interviewed on individual basis
- to explore their perspectives on a particular idea, program, or situation.
- these interviews are often quite long and can involve multiple interviews with the one participants.
- Open ended questions, Semi structured, Clear listening, recording of response

Qualitative Techniques - Exploratory Research Design

Experience Survey

- experts or individuals having significant information on the concerned topic are approached for collecting data
- A customer experience survey is a **questionnaire designed to help a business capture customers' thoughts and feelings about its brand, products, or services.**

Qualitative Techniques - Exploratory Research Design

Focus Groups

- a group of people is chosen and are allowed to express their insights on the topic that is being studied.
- the individuals in a focus group they should have a common background and have comparable experiences.
- Moderator ask questions - group respond

Qualitative Techniques - Exploratory Research Design

Observation

- done to observe a person and draw the finding from their reaction to certain parameters.
- Observation done through audio-video recordings
- there is no direct interaction with the subject.
- It may be structured and unstructured or Direct and Indirect