

## Understand Activity 3: Secondary Research

### Overview

Conducting Secondary Research will help you build expertise in the challenge area, increasing your chances of developing a successful solution.

By the end of this activity you should have a completed Secondary Research worksheet. Keep it on hand for reference throughout the rest of the course.

### Time

2 hours +

### People and Materials

- Printed Secondary Research Worksheet
- Worksheet (or scrap paper) to take notes
- Pen or pencil
- Three-to-ten credible sources

### Instructions

If you aren't familiar with the term "secondary research," don't worry, chances are good that the activity isn't new to you. Being a design thinker requires gathering original data about a particular group of users. Secondary research, on the other hand, involves gathering existing information from external sources like journal articles, books, and other credible publications. To succeed as a designer, it's important to have at least an elementary understanding of the challenge topic. You don't need to be a published expert, but you should know the basic facts. Secondary research will help you do that.

Our Secondary Research Worksheet gives you a basic structure to work with. However, if you have your own preferred method for organizing research, feel free to use whatever works best for you. Our suggested process is pretty straightforward:

1. Write down three-to-five key questions you have about the design challenge. Focus on information that you believe will be crucial to moving forward. For example, for the plastics challenge you may decide it's important to answer the following: "What is the largest source of single-use plastics in America?" or "What are the top innovations in this area and why did (or didn't) they work?"
2. Identify three-to-ten credible sources that can help you answer your questions.
3. Review the content you've collected and take notes on your findings. Be sure to note your sources.

Think of this activity as a school report. By the end, you should have a solid understanding of the basic facts surrounding your challenge topic, as well as the ways other people are tackling the challenge.

# SECONDARY RESEARCH

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## QUESTIONS

1

2

3

4

5

## RESEARCH NOTES

SOURCE	ANSWER TO QUESTION	1	2	3	4	5
FACT/QUOTE						
NOTES						

SOURCE	ANSWER TO QUESTION	1	2	3	4	5
FACT/QUOTE						
NOTES						

# SECONDARY RESEARCH

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SOURCE	ANSWER TO QUESTION	1	2	3	4	5
FACT/QUOTE						
NOTES						

SOURCE	ANSWER TO QUESTION	1	2	3	4	5
FACT/QUOTE						
NOTES						

SOURCE	ANSWER TO QUESTION	1	2	3	4	5
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