Research Methods Problem Scenarios:

Read each scenario and carefully consider which research methods will work best.

Problem 1.
You are researching how people commute to work in New York City. You want to find out how many people use public transportation (bus, train, subway, etc.) to go to work in the morning.

Problem 2.
You have designed a few packaging prototypes for a client, and want to find out which design consumers prefer.

Problem 3.
You have been tasked with designing a sign system to help pedestrians and cyclists stay out of each other's way on an existing walking path.

Problem 4.
You are working on a marketing campaign for a small college, and need to learn more about how young teenagers view higher education.

Problem 5.
You've been asked to work on a system of visuals to help communicate safe sanitation to young children in African slums who understand very few words, if any at all.

You know nothing about this context and very little about communication to low-literacy groups of people. You don't know where to begin.