

Research Methods

1 Types of research

1.1 Quantitative

- Using numbers

1.2 Qualitative

- Using words - getting more towards the why
- Need to do before a mass release to check for hidden problems

2 Market Research

- Customer
- Competition
- Company
- Technology

Always looking at what the problem is

Face Sheet Data - Data about people themselves

Things to think about when getting information:

- What do you want to know?
- What do you want to ask?
- How are you going to ask?
- What questions do you want to ask?
- What are you going to do with the information?

3 Research Methods

- Survey
 - Quantitative
- Focus Groups
 - Qualitative - highly detailed
- Individual interviews
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- Observation
- Product Testing
- E Research