

Possible Project Topics for Term Project

PA #2 requires you to choose three topics from this list that your group would be interested in investigating for your term project. You may also propose a topic of your own. Indicate your order of preference (first, second, and third) for the topics you choose. You will take the perspective of a non-profit market research agency, such as the Consumer Reports, to provide objective information to the consumers. The projects should help fellow Mizzou students navigate the changes due to the impact of COVID19, such as online learning, online shopping, and virtual job searching.

1. Webchat: Webchat (also known as online chat, live chat, and chat-now function) is popular on the retailer's websites. In this project, you would assess awareness of the webchat function among MU students and the people related to them, such as their friends and family members. Find out how many people have used the webchat function (and for service or sales purpose), how many people use it to get better deals online, and identify any barriers that prevent the people from using the function.
2. Shopping after the COVID: In this project, you would assess the MU students' shopping behaviors after the COVID. Find out how many students would shop downtown after they return to the campus, and identify any barriers that prevent the students from shopping downtown. (hint: identify your team with a specific retailer or a specific service provider).
3. Student Success Center: In this project, you would assess awareness of the campus Student Success Center among MU students, find out how many students have used the center's services (and which services), and identify any barriers that prevent students from using the center.
4. Virtual job searching: COVID19 makes the traditional career fair improbable. In this project, you would assess the MU students' satisfaction with the virtual career fair service provided by Mizzou, identify the critical factors for a successful virtual job searching, and the areas of improvement for the Mizzou organizers.
5. Online learning: In this project, you would assess the MU students' satisfaction with Mizzou's offering of online and hybrid classes. Find out how satisfied the students are with each mode of teaching, how the Mizzou online learning experience is compared with other publicly available courses such as Khan Academy, Coursera, Udemy, and Edx, and identify the areas to improve Mizzou's online learning experience.
6. Online grocery shopping: In this project, you would assess the Mizzou students' awareness with the online grocery shopping service such as Instacart offered by grocery stores. Find out the current awareness and popularity of service (and which services), and identify the barriers that prevent students from using the service. (hint: identify your team with a specific retailer or the specific service provider).
7. Mizzou's response to COVID19: In this project, you would assess the Mizzou students' satisfaction with Mizzou's response to COVID19 to re-open the campus. Find out how many students prefer to come to campus, find out what safety measures they are taking/ are willing to take if they were back on campus. , and identify the areas that Mizzou can do to ensure the students' safety while allowing them to enjoy college life.
8. If your team decides to propose your own project, please follow the format above to describe your proposal. Please refer to “**Client**” document for more information and guidance.