

# Background Research Report

1. **General background about the problem (Qilin):** What can you learn about the type of challenge or concern? What are the common sub-problems and solutions? For example, if your client is struggling with email communication, what is known about best practices in workplace email?
2. **General background about the client or target population (Yiru):** Who is the client? What is their history, *size*, financial situation, main product/service, etc.? (Note: Use their website, but don't trust everything an organization says about itself. Try to find reliable sources well beyond it.) For design challenges, who is the target group? What are their demographics? Are there any available statistics about them? Go beyond stereotypes
3. **Sector research (Chloé):** What is known about the market or industry or sector that your client organization is a part of? What are the primary issues, concerns, societal trends and emerging technologies influencing the sector?
4. **Competitor analysis (Ziyan):** Who are your client's main peers or competitors, and what are their strengths and weaknesses? Compare and contrast peers and competitors with your client organization.
5. **Scholarly literature review (Tori):** What does the scholarly research say about the general class of problems, the type of organization, or potential solutions? What does scholarship say about what is already known and what questions remain? What theories and practices have been successful working within this type of organization or population?