Live INNOVATION .org

STEP 4. Defining the Research Plan (Research Design Mind Map)

Developed by **Prof. Dr. Francisco Tigre Moura**

Research Designs

Descriptive

General Characteristics

In general terms, aims to describe and provide a general overview of a phenomenon.

- Describe segment characteristics
- Estimate proportion of people who behave in a certain way
- Make specific consumer predictions
- Usually involves large data sets
- Mostly uses quantitative data

Examples of Descriptive Consumer/Product Questions or Problems

- How important are my product attributes for my consumer?
- How do my consumers feel about my brand image?
- How do my consumers usually pay?
- When and how often do my consumers consume my product??

Examples of methods to address **Descriptive** Problems/Questions

- Structured surveys
- Structured observation
- Content analysis

Exploratory

General Characteristics

In general terms, aims to provide an in-depth understanding of a phenomenon.

- It helps to formulate research problems
- It helps to develop hypotheses
- Usually involves small sample size
- Mostly uses qualitative data
- Does not seek generalization of findings, but a deep understanding of a phenomenon.

Examples of Exploratory Consumer/Product Questions or Problems

- What are the reasons why my product has low acceptance?
- Why does my website have a high bounce rate?
- Which improvements on my product would my consumers like?

Examples of methods to address **Exploratory** Problems/Questions

- Literature review *Videography
- Analysis of select cases *Ethnography *Netnography
- Focus groups * Interviews *Unstructured surveys

Causal

General Characteristics

Aims to provide evidence regarding causal relationships between a predictor variable (independent variable) and an outcome variable (dependent variable) by means of:

- Concomitant variation between IV and DP variables
- Time order in which variables occur
- The controlling of extraneous variables to eliminate other explanations
- May use quantitative or qualitative data
- May seek generalizations

Examples of Causal Consumer/Product Questions or Problems

- Which impact would the change on the design of my product packaging have on my consumers' perception quality?
- What would be the impact of a price change have on my consumers' willingness to buy my product?

Examples of methods to address **Causal** Problems/Questions

- Laboratory experiment
- Field experiment