Assignment 1.3 Researching for a proposed smart phone/tablet PC Product

Name: *(enter name here)*

Planning Sheet

**Focus**

I will focus my research on *(now explain what type of product you want to create. Describe why you’ve chosen this type of product, and what you hope to achieve in conducting research).*

**Primary Research**

In order to find out what people want in a smart phone/tablet PC I will create a questionnaire *(now explain about the different types of questions you will ask, the different scales you will use, and what you hope to find out from your questionnaire).*

**Secondary Research**

In order to find out information to help me create a product that will sell, I will look into *(explain what you will be looking for, how you will go about finding information – search engines, websites you’ll visit, etc. You need to make use of your research log here. You may want to make use of screen shots here, to support your ideas; on the Macs, use command+shift+4 and drag a square selection around the area you want. It will appear as a picture on your desktop. Drag it into your pages document. If using the PCs, click PrtSc and then select Paste from the Edit tab in Word).*

**Collating Information**

In order to make my research effective, I will store and collage my information in a database (discuss how you used your research log). This will allow me quick access to research I have already done, without having to go over the same areas again.