## Action

Send Letters/emails - to related companies

Search for - Companies by the Internet or by Yellow Pages or by looking at existing products any details on Packaging

## Action

Survey/Questionnaire Find out what people think about the product and what they like and dislike. Check to see if they would be interested in buying or using such the product.

## Action

Search the Internet - Use Search Engines

 - Use Key Words

Search for - Good web sites

- Check related magazines for web addresses

- Check links on related Websites

## Action

Visits Shops - General Photos/Look at existing

Products/Layouts

 - Specialist Shops/Stores

 - Large Department Stores

Museums - e.g. V&A Museum Look for existing products

from the past

## Action

Visit Library - Department

 - School

 - Local

 - Home

Search for - Books

 - Magazines

Visit Newsagents/bookshops

- Books

 - Magazines

Research Action Plan

***Good research Informs Designing***

### Primary Research

First-hand information which you have collected yourself.

Example: recording e.g. through drawing, painting, photography, video, from objects, places, people, galleries, exhibitions, museums

### Secondary Research

Information that has either already been processed or collected by someone else.

Example: recording e.g. through drawing, painting, photography, digital technology, paper-based and online publications, commercial products, advertising, audio-visual sources

**Record**

Use a range of different methods

Example: Phone, IT, scans, photos, moods boards, note files and sketches