

10 Questions to begin the class projects: research

Research is an important part of solving a creative problem. Research the answers to these questions to help develop your projects for Bic 4-color pens, Local Yokels, and Bike Works.

1. Try the product, service, or learn about the non-profit.
Take note of what you like and don't like.
2. Think about reasons why someone would not be interested in the product, service, or non-profit.
3. Research the company or non-profit: is there anything notable about the past, the founders, mantra or philosophy that is of interest?
4. Make a list of 2 competitive products, services, or non-profits in the category.
Look at their websites, social media, or advertising.
5. Look at the advertising, social media, and website of the product, service or non-profit you are working with- note anything you like or don't like.
6. Where do you buy the product, use the service, or who does the non-profit support?
7. Where do you use the product or service?
8. Talk to 2 or more people about their perceptions of the product, service or non-profit, take notes of their perceptions and feelings.
9. Ask if they ever buy, use the service or support the non-profit? Why or why not?
10. Did anything surprise you about the product, service or non-profit?