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RESEARCH INCLUDING PRIMARY AND SECONDARY **DATA COLLECTION** SECONDARY DATA . HOW MARKET RESEARCH **CAN BE CARRIED OUT** NFLUENCE PRODUCT DESIGN" FRO

PRIMARY AND SECONDARY DATA

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'RESEARCH, INCLUDING PRIMARY AND SECONDARY DATA COLLECTION' APP, FROM THE **INTERACTIVE MOBILE APP SECTION OF** www.technologystudent.com

LINK

http://www.technologystudent.com/mobapps/datacollection1.pdf

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

ARE YOU READY? USE THE MOBILE App!!

1	WHAT IS PRIMARY DATA?
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2	WHAT IS SECONDARY DATA?
7	

A CUSTOMER / CLIENT PROFILE IS PRIMARY DATA. WHAT IS A **CUSTOMER / CLIENT PROFILE?**

FOCUSSED ANALYTICAL RESEARCH IS SECONDARY RESEARCH. **DESCRIBE AN EXAMPLE OF THIS TYPE** OF RESEARCH?

COLLECTING YOUR OWN ANTHROPOMETRIC DATA IS PRIMARY RESEARCH. WHAT IS ANTHROPOMETRIC DATA?

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EXAMPLES OF PRIMARY AND SECONDARY DATA

> TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'RESEARCH, INCLUDING PRIMARY AND SECONDARY DATA COLLECTION' APP, FROM THE **INTERACTIVE MOBILE APP SECTION OF** www.technologystudent.com

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ARE YOU READY? USE THE MOBILE App!!

4	
1	ERGONOMICS - IS WHEN YOU APPLY THE ANTHROPOMETRIC DATA YOU COLLECTED, TO A DESIGN.
	DESCRIBE AN EXAMPLE OF THIS.

2	

WHAT IS MARKET RESEARCH?

EXPLAIN THREE AIMS OF MARKET RESEARCH

RESEARCH INCLUDING

PRIMARY AND SECONDARY

DATA COLLECTION

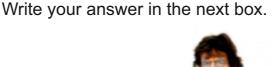
SECONDARY DATA?

HOW MARKET RESEARCH

DESIGNERS, COMPANIES, ICONIC

NFLUENCE PRODUCT DESIGN" FRO

THE SINCLAIRE C5 (1980s), WAS A **DISASTER DUE TO POOR MARKET RESEARCH. WHAT WENT WRONG?**





WRITE YOUR ANSWER BELOW



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RESEARCH INCLUDING PRIMARY AND SECONDARY DATA COLLECTION VRyan® www.technologystudent.com/2019
1. WHAT IS PRIMARY and SECONDARY DATA?
SECONDARY DATA? 2. EXAMPLES OF PRIMARY AND SECONDARY DATA 3. WHAT IS MARKET RESEARCH? 4. HOW MARKET RESEARCH
3. WHAT IS MARKET RESEARCH?
4. HOW MARKET RESEARCH CAN BE CARRIED OUT
IMPORTANT IT IS RECOMMENDED THAT YOU DOWNLOAD THE APPS RELATING TO "DESIGNERS, COMPANIES, ICONIC DESIGNS AND FACTORS THAT INFLUENCE PRODUCT DESIGN" FROM THE MOBILE APP SECTION OF www.technologystudent.com
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CARRYING OUT MARKET **RESEARCH**

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'RESEARCH, INCLUDING PRIMARY AND SECONDARY DATA **COLLECTION' APP, FROM THE** INTERACTIVE MOBILE APP **SECTION OF** www.technologystudent.com

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http://www.technologystudent.com/mobapps/datacollection1.pdf

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ARE YOU READY? USE THE MOBILE App!!

	WHAT IS A FOCUS GROUP?
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l —	

2	WHAT IS DIRECT MAILING?

3	WHY IS A QUESTIONNAIRE USEFUL, WHEN DEVELOPING / DESIGING A PRODUCT?
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4	DESCRIBE A QUESTIONNAIRE YOU HAVE USED AS PART OF A PROJECT.
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5	WHY IS ICT REGARDED AS A VITAL MARKETING TOOL?
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7	
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HELPFUL LINK: http://www.technologystudent.com/mobapps/datacollection1.pdf