

Research Plan

The Question

State the ultimate question or questions that you are trying to answer through the research.

What type of customers does the Honey Bee Bakery have today?
What do Honey Bee Bakery customers want from a bakery website?

Research Objectives

Breaking down the questions above, what do you want to find out and how are you going to do it?

	Goal	Method
Objective	Get an idea of the type of customers Honey Bee Bakery has by asking lots of people	Online survey filled in by 200 people
Objective	Get some really detailed information about what customers would want from a website by running a focus group	Focus group of 20 people
Objective	Get organic feedback from existing customers and people passing by	Ask customers in the bakery and people passing by on the street to fill in the questionnaire