Design Analytics

Research Question

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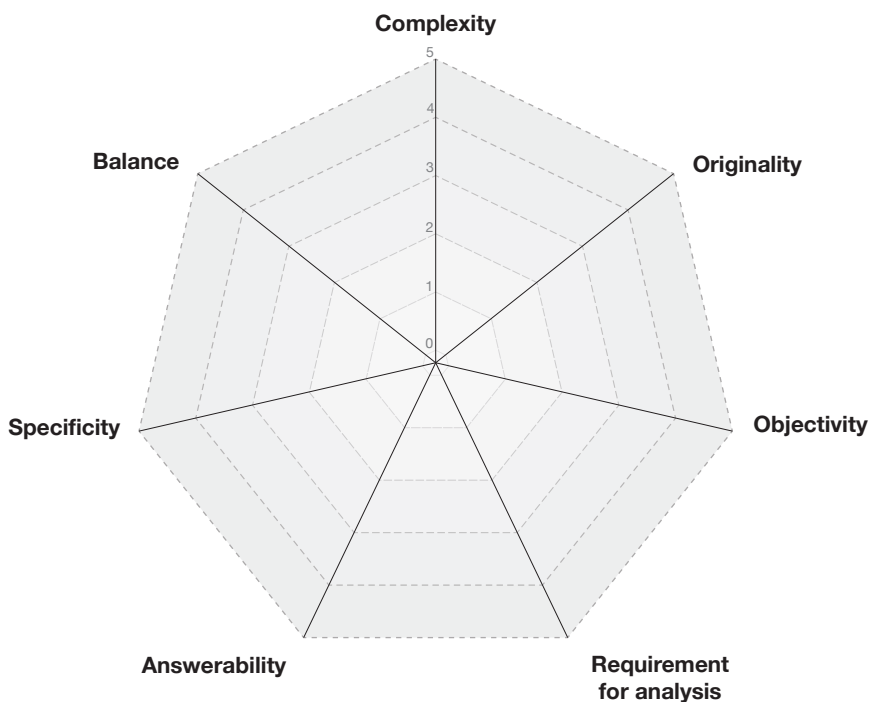**Complexity**
The answer of the question should be relatively complex (read "not a straight yes or no") and must take some effort in answering.

Balance
The question should neither be too generic or too narrow. Instead a good question should be focused on a single topic/theme or related topics/themes.

Originality
The question still hasn't been answered (read "answer does not exist yet") or hasn't been answered in a specific context.

Objectivity
The question should not ask for an opinion or value judgement. Instead the question must have its basis in data and objective evidence.

Specificity
The question should be sufficiently specific and not vague. This will enable you to answer it properly with data and observations.

Answerability
The question should be answerable (either through deduction or induction), and should be answerable within a reasonable amount of time.

Requirement for analysis
The question should require you to apply (some sort of) analysis while answering. The question should not be answered by describing facts.