BIX Project Proposal Form

If it would be helpful to have a chat with a member of our academic team prior to filling this form out, please contact Pia Horbacki ([p.horbacki@ucl.ac.uk](mailto:p.horbacki@ucl.ac.uk)).

The most important aspect of this form is to **identify the question you would like the project to answer**.

To give you an example of how to identify the question your project will answer, here are three examples – a not so great example, a better one and the best one. If you’re having trouble coming up with a project question, one of our team members will be happy to help you, so please do get in touch.

Example: Imagine you are an online retailer and are interested to know what the impact of covid-19 will be on your sales.

**NOT SO GREAT: “Exploring the impact of covid-19 on online purchasing behaviour.”**

This project title is too broad, wouldn’t be feasible in the student’s timeframe and doesn’t indicate precise measures. The concept of “behaviour” should be narrowed down to something more specific. Which kind of online purchasing behaviour are you looking at? What kind of products? How will you measure it? Also, what aspect of covid-19 would you be measuring the impact of? The impact of purchasing from home because of lockdowns or the impact of purchasing medical products like face masks and hand gel?

**BETTER: What is the impact of covid lockdowns on exploratory behaviour in online purchases among young professionals?**

This is a better question as it narrows down the scope of the project to a more precise phenomenon – covid lockdowns - and to a more precise population: young professionals. It is not the best question as it does not indicate the specific measures that will be used and it is unclear what is meant by exploratory behaviour in this context.

**BEST: Is increased mobile app use by young professionals during covid lockdowns predictive of exploratory behaviour in online purchases, as measured by the proportion of new products purchased in each online basket?**

This is the best title as it specifies which measures will be used to answer the question. It indicates what is of interest –exploratory behaviour in online purchases- and what we think predicts it –increased mobile app use, with clear ways to measure both.

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# Project Question

[Please enter your project question here]

## Summary

[Please write 150-250 words describing the problem to be addressed including background and approach to be used.]

* What exactly do you want to measure, what data do you need, where it will come from, and how long will it take to collect?
* If you need to recruit participants for experiments, can these come from online recruitment platforms or do you need access to a specific participant population (e.g. deaf participants, participants who will use your product)?
* Will the project require the student to look at a product or prototype? If yes, the product or prototype must be ready in September at the start of the project.
* When do you anticipate wanting the student to be more involved with the project (ie do you have specific timing requirements such as getting something ready for a presentation or certain times when data collection is feasible)? Would you require students to work in the office?

Please note that academic supervisors may develop the proposal to make it more feasible for the student.

## Project type (please choose one)

1. Systematic review / Insight report
2. Analysis of existing data
3. Novel experiment

## Requirements

* [Number of students. Most projects involve 1-2 to students]
* [Any specific computing and/or data analysis skills required]
* [Any other requirements]

## Organisation name and description

[50-200 words describing your organisation.]

## Organisation contact details

[Name and contact information for the person at the organisation who will be leading and overseeing the project.]

\* Please note that academic supervisors do not provide private consulting as part of the BIX project, nor are they responsible for securing funding for the project.

\* Please email completed form to Pia Horbacki [p.horbacki@ucl.ac.uk](mailto:p.horbacki@ucl.ac.uk)