

**SKILLS FRAMEWORK FOR DESIGN
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE**

TSC Category	Technical Craft					
TSC	Qualitative Research					
TSC Description	Conduct and lead qualitative research studies, focusing on the study of people, habits, norms and cultures, to uncover insights driving the behaviour of different respondents					
TSC Proficiency	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			DSN-RND-3021-1.1	DSN-RND-4021-1.1	DSN-RND-5021-1.1	
			Collect and analyse qualitative research data, based on established research frameworks and historical data to uncover insights on respondents' behaviour	Oversee qualitative research studies to formulate recommendations on organisation's products and services	Conceptualise qualitative research studies to determine design changes that would affect the commercial or social value of various respondent groups	
Knowledge			<ul style="list-style-type: none"> • Concepts of designing qualitative research studies • Qualitative research methods • Modes of data collection in ethnography • Methods for profiling target respondents • Considerations and impact of culture on respondents' data gathered • Data entry, collection and recording techniques • Data synthesis and analysis methodology • Legal and business implications of data collection and usage 	<ul style="list-style-type: none"> • Principles of designing qualitative research studies • Qualitative research methods • Modes of data collection in ethnography • Methods of developing questions to address research objectives • Methods for profiling target respondents • Considerations and impact of culture on respondents' data gathered • Shifts in cultural norms • Qualitative analysis software packages • Concept of segmentation in design research • Legal and business implications of data collection and usage 	<ul style="list-style-type: none"> • Latest and upcoming modes of qualitative data collection and analysis • Methods of developing questions to address research objectives • Implications of new regulatory developments on data collection and usage • Concept of quality control in design research • Latest and upcoming qualitative analysis software • Latest and upcoming economic and industry trends • Best practices in managing stakeholders 	

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<p>Abilities</p>			<ul style="list-style-type: none"> • Gather information pertaining to target respondents according to research frameworks • Build trust with target respondents to reduce the risk of defensive or self-conscious behaviour • Maintain a neutral position to reduce the risk of inherent bias in design research • Consolidate information gathered through data collection processes for application within the design • Organise data to be understood by stakeholders • Analyse data to identify relationships among variables • Analyse peoples' behaviours, through extrapolation of findings, to understand the reasons of their actions 	<ul style="list-style-type: none"> • Develop questions to address overall research objectives • Review the method of data collection to ensure that it is consistent with underlying philosophical assumptions • Review data collected using data and text analysis methods to formulate theories • Assess the impact of habits, norms and cultures on commercial value for the organisation's products and/or services • Draw conclusions pertaining to commercial value, based on research outcomes • Make recommendations for the organisation's products and services, based on information gathered 	<ul style="list-style-type: none"> • Oversee the process of integrating primary empirical data with the organisation's research efforts to ensure quality control and relevancy • Integrate economic and industry trends into the organisation's design research analysis frameworks • Introduce new methodologies and frameworks to improve qualitative design research • Synthesise insights to identify connections across different outcomes from multiple design research programmes • Lead stakeholders to formulate recommendations for business strategies based on design research outcomes 	
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