Research Race

Real roles. Real thinking. Real-world structure.

What the tool does
Research Race is a hands-on simulation where students build business research skills through authentic scenarios. They:
- Select realistic business research scenarios
- Plan and design desk research strategies
- Design field research methodologies
- Analyse comprehensive research reports
- Make strategic business decisions
- Receive AI-analysed reflection feedback

Students work with realistic business contexts and are assessed on how well they conduct research, analyze data, and explain their strategic thinking.

How the tool works
Multi-Phase Research Interface Students navigate through 5 distinct phases of professional research methodology:
1. **Scenario Selection -** Choose from real business challenges
2. **Desk Research Planning -** Select secondary research sources within budget/time constraints
3. **Field Research Design -** Design primary research methods to fill knowledge gaps
4. **Research Report Analysis -** Review AI-generated findings from their selected sources
5. **Strategic Decision Making -** Apply research insights to make business decisions
6. **Reflection & Feedback -** Articulate reasoning and receive comprehensive AI analysis

Assessment System The AI analyses student responses against three key dimensions:
- **Research Quality Score –** Do the research choices make strategic business sense?
- **Decision Analysis Score –** Are the strategic decisions well-supported by the research?
- **Reflection Thinking Score –** How well does the student justify their methodology and reasoning?

Feedback Mechanism Students receive:
- A clear breakdown of their research and decision-making performance
- Detailed analysis of what worked and what could be improved
- Specific suggestions to enhance research design, analysis skills, and strategic logic
- AI-powered reflection analysis that evaluates the depth of their reasoning

Why it works this way
- **Active Learning** – Students don't just read about research—they design and conduct it.
- **Real Application** – Every scenario is grounded in authentic business challenges with realistic constraints.
- **Immediate Feedback** – Students get instant, detailed analysis without waiting for manual marking
- **Scaffolded Methodology** – The tool guides students through thinking like a professional researcher, not just memorising theory
- **Animated Engagement** – Dynamic simulations show research activities happening in real-time, making the process tangible

What it teaches
Critical Research Skills
- Matching research methods to specific business objectives
- Balancing research quality with budget and time constraints
- Evaluating source reliability and research limitations
- Synthesising findings from multiple research streams

Business Understanding
- Types of research methodologies (qualitative vs. quantitative, primary vs. secondary)
- Strategic decision-making under uncertainty
- Resource allocation and project management
- Professional research planning and execution

Analytical Practice
- Data interpretation and insight generation
- Evidence-based decision making
- Research report analysis and synthesis
- Strategic reasoning and justification skills

Qualification	Topic	Alignment
AQA GCSE Business	1.2.4, 1.5, 2.4 Business research methods, decision making	Primary/secondary research, business context application
Pearson Edexcel GCSE	Theme 1.2, 1.4 Research, market understanding, customer needs	Desk and field research, trade-off analysis, strategic choices
OCR GCSE Economics	Component 1 & 2 Information, choices, resource allocation	How data influences economic decisions and outcomes
WJEC GCSE Business	Unit 1 & 2 Market analysis, research, business decision making	Making informed decisions with qualitative and quantitative data
SQA National 5 Economics	Economics of the Market Researching, drawing conclusions	Apply real-world economic situations and analyse impact
Cambridge IGCSE/A Level	Microeconomy, Government intervention, Demand & Supply	Practical application of elasticity, demand, and data use
IB Business Management HL/SL	Business tools, Decision-making, Marketing, Strategy	Strategic research and stakeholder-informed decisions
Pearson A-Level Business & Economics	Themes 1, 2, 3 Market research, planning, positioning	Realistic planning using budget, time, and research trade-offs

What aligns it

5-Phase Research Process → maps directly to professional research methodology standards
Budget/Time Constraints → mirrors real-world business research limitations and trade-offs
AI Feedback System → replicates assessment objectives (analysis, evaluation, strategic thinking)
Realistic Scenarios → provide authentic context for why research methodology matters across industries

What it supports
- Deeper understanding of how businesses use research to make strategic decisions
- Stronger analytical responses on research design, methodology, and evaluation
- Real-world thinking that connects academic theory to professional practice
- Student confidence and independence in research planning and execution
- Evidence-based decision-making skills transferable across disciplines

For teachers
This transforms abstract research methodology into an engaging, interactive challenge. Students apply knowledge actively rather than passively absorbing theory. The AI handles detailed feedback analysis, and the tool reinforces key concepts in research design, analysis, and strategic thinking without requiring extensive preparation or marking time.

For careers leads
This demonstrates what professional research thinking looks like in practice—from project scoping to strategic recommendation. It directly builds employability skills in analysis, planning, and evidence-based decision-making that are valuable across all sectors and industries.

For SLT
This delivers measurable learning outcomes in research literacy and strategic thinking. It builds analytical skills that support exam performance while modelling cross-curricular methodology. Easy to implement, track, and scale across departments with consistent learning standards.

For headteachers
This offers demonstrable learning gains in critical thinking and research literacy—skills increasingly valued by universities and employers. It strengthens analytical capability, supports academic progression, and shows clear links between classroom learning and professional competency. Minimal staff training required, maximum curriculum impact.