

Researching a Purchase

This activity can be done one-on-one between a CDP and their client. It can also be done with a group of clients or with a class of students.

Step 1

Think about the last time you made a significant purchase. Make sure it is something that represented a financial and/or emotional investment for you. It should be something which took some time, thought and energy for you to decide.

- What was it that you wanted?
- What questions did you need to be answered before you were ready to jump in and make the purchase?
- What sources did you use (or could you have used) to find the answers to these questions?
- To what extent were you satisfied with the purchase in the end?

Step 2

In pairs, listen to your partner’s story, being particularly attuned to the questions they needed to have answered to be comfortable with the purchase. As you listen, make notes below of the questions they had and the sources of information they consulted. After you have heard their story, add to the table below any different questions you might have had if you were making this purchase and any other source you might have consulted.

Questions	Sources

- Together compare each other’s list of questions.
- Note the similarities/differences.
- Compare each other’s list of sources.
- Highlight how many were internet/paper-based and which ones were people.
- What does this say about the range of information sources that can support decision-making?