**Qualitative design method: Action Research**

Question 1: You are to elaborate on the Who, What, Why, When, and How of that technique

Question 2: How is this technique beneficial in the practice of Business Analysis, i.e. make alignment of the technique to the domain or discipline of Business Analysis? How can a Business Analyst apply this research technique in practice?

Question 3: When do you use this technique (i.e. value of this technique) and when do you not use this technique?