1. Provide the name of the organization and a brief description of its mission. McDonald's is a fast food restaurant with a mission to be "customer's favorite place and way to eat and drink" (Mission & Values, 2018).

2. Identify something that was unknown but potentially important. Explain why this was an important question. Healthy-active people prefer not to eat McDonald's. Therefore, what options from other fast food places would healthy-active people prefer to eat? This is important because it provides an opportunity for McDonald's to investigate how to get more healthy-active customers. Investigating this would also help McDonald's accomplish its mission of being a customer's favorite place.

3. Make a testable hypothesis, something that can be demonstrated to be most likely true or false if data were available. Healthy-active people who eat at Chick-fil-a are more satisfied than healthy-active people who eat at McDonald's.

4. Try to come up with some way to test the hypothesis. Method: using a five point Likert-Scale ranging from "Very Dissatisfied" (1) to "Very Satisfied" (5), I would set up a survey that asks 50-100 people who workout at local gyms (24hour Fitness, APU Weightroom, TRIAD, LA Fitness, etc.) how satisfied they are eating Chick-fil-a and vice versa (e.g. On a scale 1-5, how satisfied are you when you eat McDonald's?). This method is useful for evaluating respondent's opinion about important product, purchasing, or satisfaction features