

Challenge 4

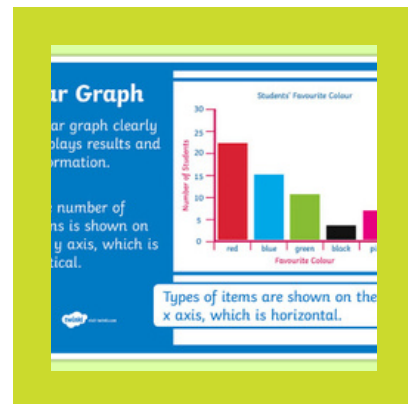
Option B

Market Research Survey



Carry out a market research survey to see how much interest there is in your Big Idea.

Present your results in a graph.



Top Tips

You need to think about the following:

- Will your survey be online (send a link via text, or email, or social media), or will you ask the questions directly using pen and paper (face-to-face, by phone, by video chat)?
- What is the goal of your survey - what do you want to know (more about your customers; their opinions about the issue you've chosen; their needs; their opinions about your Big Idea; etc.)?
- Write your survey questions (think about this carefully, connect them to the goal of your survey)
- Test them on a family member
- Send out the survey
- Collect responses
- Put the responses into a graph and analyse the responses - what do they tell you? What have you learned from the responses and how can you use that information?

Inspiration

Tips on creating your survey can be found here:

www.surveygizmo.com/resources/blog/10-tips-for-crafting-good-survey-questions/

Information about collecting data through surveys can be found here (look at pages 4,5 and 6):

www.bbc.co.uk/bitesize/guides/zy9frwx/revision/4

If you are not sure how to represent the data you have collected help can be found here (look through all the pages, 1-9):

<https://www.bbc.co.uk/bitesize/guides/zrg4jxs/revision/1>

Try some of these digital tools to support your research:

- <https://www.surveymonkey.co.uk/>
- <https://forms.office.com>
- <https://www.mentimeter.com/>

Next Steps

- Complete the challenge
- Update your business plan and PowerPoint with new information