**WORKSHEET- 2**

**MARKET SURVEY & CHECKLIST**

**QUESTIONNAIRE**

**PROBLEM STATEMENT:write your assumption of a problem here.**

**PERSONAL PARTICULARS**

1.NAME

2. ADDRESS

3. AGE

4. EMAIL

5.PHONE

**PROBLEM VALIDATION QUESTIONAIRRE:**

1. DO YOU FACE THE PROBLEM OF ………………………….

YES NO

1. IF NO WHAT OTHER PROBLEM KEEPS YOU AWAKE AT NIGHT?
2. IF YES, WHO FACES THIS PROBLEM
3. IF YES WHEN DO YOU FACE THIS PROBLEM(FREQUENCY)

MOST FREQUENT (3TIMES AWEEK/DAILY)

MORE FREQUENT (ONCE A MONTH)

LESS FREQUENT (ONCE IN 3 MONTHS)

1. CURRENTLY WHAT SOLUTIONS YOU USE TO SOLVE THE PROBLEM.
2. WHAT DO YOU THINK WOULD BE A GREAT SOLUTION TO THIS PROBLEM?
3. WHAT PRICE POINT WOULD YOU BE WILLING TO PAY FOR SUCH A SOLUTION.

**Format of one-page report:**

1. Problem introduction-10 lines
2. Problem assumption statement
3. Survey sample data introduction
4. Findings with percentage
5. Conclusions on whether problem is validated or not.

**WORKSHEET- 5**

**COMPETITION ANALYSIS**

1. For the problem identified describe what solutions does the customer profilers CURRENTLY use?
2. Describe any five top currently used solutions for the identified problem & describe their unique features.

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Solution name/competition | Features | Remarks |
| 01 |  |  |  |
| 02 |  |  |  |
| 03 |  |  |  |
| 04 |  |  |  |
| 05 |  |  |  |
| 06 |  |  |  |

1. What is the price range they pay for these solutions?

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Solution name/competition | Price | Remarks |
| 01 |  |  |  |
| 02 |  |  |  |
| 03 |  |  |  |
| 04 |  |  |  |
| 05 |  |  |  |
| 06 |  |  |  |

1. Evaluate the current solution (My Product) designed by you..

( e.g costly, aesthetic, short, economical, value for consideration but low on satisfaction or has a host of other points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S.No | MySolution features | benefits | Possible challenges | Differentiation/changes to make/remarks |
| 01 |  |  |  |  |
| 02 |  |  |  |  |
| 03 |  |  |  |  |
| 04 |  |  |  |  |
| 05 |  |  |  |  |
| 06 |  |  |  |  |

1. Identify the current solution(My Product) weaknesses. ( e.g. costly, time, design, not compatible)-why they will not buy my product?

Recognise the setbacks or risks or problems in building the product. minimum three

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Reasons not to buy | Risk/problem | notes |
| 01 |  |  |  |
| 02 |  |  |  |
| 03 |  |  |  |
| 04 |  |  |  |
| 05 |  |  |  |
| 06 |  |  |  |

1. RECOGNISE THE DIFFRENTIATORS AND WRITE THE VALUE THEY PROVIDE.

|  |
| --- |
| 1. |
| 2 |
| 3 |
| 4 |
| 5 |
|  |

1. OUR PRODUCT VERSUS TOP TWO COMPETITION- A 5 FEATURES COMPARISON.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FEATURES | Compet-1 | Compet-2 | Our product | remarks |
|  |  |  |  |  |