

Business Unit: Module 1 - Market Research Plan Worksheet

This worksheet is designed to help you create an outline of your market research plan-- think about the information you learned in this module and how you can apply it to your app that you are developing. We've created an outline of the important components that are necessary for a strong market research plan, where you can add your decisions on how you will be conducting your market research to make it even stronger!

1. Overview - a short summary of what you learned and what you plan to do

2. Research performed & results

a. Consumer research

i. How will you be collecting the data?

ii. How will you report out the data?

iii. What are your customers' needs?

b. Competitor analysis

i. How does your app compare to other apps on the market?

ii. How do other apps currently fulfill customers' needs?

iii. How will your app stand out compared to other apps?

3. Analysis

a. How will your app fit into the market?

b. What are the weaknesses and strengths of your app (compared to others)?

4. Conclusion & Future plans

a. Summary of the information learned

b. Projections of how your app will be received by the market

c. What kind of changes will you make to make your app be better than others?