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<center>A05 Market Research</center>

Locating a diverse group of users

Post the survey online via reddit, twitter, and local Facebook groups. Include demographic questions to ensure diversity.

Ethical Procedures

- Anonymous
- Interviewee can opt out at any time
- Include the ability to skip questions, including demographic questions
- Remove any identifying information

Format

The format for our market research will be an online survey. The questions will be presented as a scaled comparison between different user needs in order to help us resolve which user needs are the most important to people.

Role

- Each team member will contribute 10 survey questions
- Each team member will find 2 online locations to post the survey
- Team will create the online survey together

Sample Questions

Please rate the importance of **User Need A** compared with **User Need B**

User Need A

1	2	3	4	5	6	7	8	9	10
○	○	○	○	○	○	○	○	○	○
10	9	8	7	6	5	4	3	2	1