<u>Primary Research</u>

Interview Questions:

What is your name and role in the company?

What is the main focus of your company?

Can you give an estimate of how many users your company has?

How engaged are the users with new features released by the company?

How much of the user engagement falls under the music industry?

To Do:

Primary research questions and results

Market segments (min of three) (it got changed to one for us)

Persona (min of three) (a company)

Your technical innovation in the Preface

Primary market research should show and validate your target users need or desire

There should be evidence of real users in your primary research

Clearly state number of users, ID of users, profile of users in terms

of your target market segment

Not all users are ranked equally. Users need to hit the "bull's

Eye" in your target market segment

Surveys and responses (replacing with interview questions)

Conclusion from the survey results