**Market Research**

**Justification For Market Research**

In-order to gain a better understanding of what features and the direction our application should take, we felt it was important to reach out to current 1st years, to gain their input. This is important because, after all, they are the target audience and will be able to provide us with information and thoughts we may have forgotten about. Whilst we have only been at University for a year longer than them, it is often very easy to forget how we felt a year ago, and so the Freshers can provide us with that missing information. That being said, we did spend a lot of time putting ourselves in our shoes a year ago and trying to think what we would have loved to play.

As a result, we reached out to first-year Computer Science students, as well as reaching out to some who do not do Computer Science. This is important because we want to ensure that our application is modular in the sense that it is applicable to all discipline first-year students – so we shouldn’t restrict our market research to Computer Scientists exclusively.

Our initial understandings were that we would have a good idea of what features are essential for the application based on the specification, and that the Market Research would add more subtle points.

**Methodology**

In order to perform this Market Research, we firstly chose to post on an Exeter Facebook group that contains lots of University of Exeter students, asking for first-years willing to help in this project. Unfortunately, due to the nature of these groups often containing false posts, no-one had reached out.

We realised that in order to be successful, we had to reach out to individual people more directly. We communicated to those answering our questions using social-media platforms, as well as in person, and gave an overview of the task with our initial thoughts of what we will design. We felt it was important to showcase our initial thoughts instead of simply asking a broad question of “How should we implement the task?”. Their time is valuable and so we wanted to make it as easy as possible for them to answer our questions. Furthermore, by having more specific questions, we expected their responses to be more useful and manageable.

We had chosen not to create a Survey and send this to people, because by communicating with them one-to-one, it allows conversation to bounce back. A survey doesn’t often have a follow-up feature and so you only gain answers to the questions you ask. By communicating with them individually, it allows us to tailor our questions further, dependent on their response. If we did not understand something, we could ask them to clarify, and equally as importantly, if the student does not understand our question, they can ask what do we mean.

So, we stated how our game will be in a hangman style, with letters appearing when you successfully answer the question at each location. To obtain the question for a particular location, you must scan a QR code that will be there. The different locations will be on the dashboard page, so that the teams know where they have to go, although they can go in any order.

We also mentioned how there will be two groups per tutor group, so each team will have roughly 5/6 people. The treasure hunt will lead to the location of where their tutor is – in the form of Building and Room.

Furthermore, the application will provide information about the University and FAQs that Freshers may have, in order to help them outside of the game.

In terms of what questions we asked them:  
 1) What sort of information (in relation to the useful information and FAQs section) would you like to see on the application?  
 2) What would make the application particular fun, i.e. what sort of features would you like to see?  
 3) What do you wish you learnt during Fresher’s Week about anything to do with the University that this app could help with? (For example, particular places that were tricky to find)

**Justifying Our Question Choices:**

1) We chose to ask this question because we feel that the useful information and FAQs section of the application can often go under-looked. This is because the focus can be so heavily on the actually treasure hunt, we forget that the useful information page will be just as important to the freshers. Whilst the treasure hunt will last around 45 minutes, the information on the application can last them a whole year – so it is vital we get the correct information.

2) At the end of the day, whilst the treasure hunt must be informative and take the students around campus and ‘testing’ them on certain questions, it must be fun. To create a treasure hunt game for 18, potentially 19, year olds and make it fun is a difficult task, as they are unlikely to be as easily amused as those who are younger. So by asking them exactly what they feel would make it fun, we will be ensuring they are enjoying themselves.

3) With this information, we can fill in the gaps that the Freshers wish they had learnt, hopefully meaning that they will be more prepared for University and the coming weeks. As a group we were able to generate a few ideas about this question ourselves – such as knowing the different eating places in the Forum/Devonshire House, as well as knowing where all of the different accommodation complexes are.

**Results**

1) The idea of a map/description of the campus was popular. There was also suggestions of having the layout of different lecture theatres or rooms. We believe the latter suggestion is not a necessity and so that would be considered a “could have”. But in terms of having a map, we will implement this, with pins located on the buildings where the teams must visit for the treasure hunts.

2) The idea of having fun questions was a necessity. This makes sense, as it would not be an exciting treasure hunt if all questions were mundane. We have chosen therefore, to have a question of “What is the cheapest pint in the Ram?” and “Who is Exeter University’s biggest rival?”. Whilst there are other questions more related to academia or Computer Science, to maintain a fun environment, having these more relaxed questions seems sensible.

3) The responses to this question varied. There were suggestions for the “rated” places to eat on campus or even the cheapest/best value for money options. We will consider this but do not necessarily see it as a major feature, as we will already implement the places to eat.