**Market Research**

**Justification**

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 whilst we have only been at University for a year longer than them, their input will still have far more importance than ours.

We contacted a number of 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 first-years exclusively.

**Methodology**

We communicated using social-media platforms and gave an overview of the task, and 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 do it?”. Their time is valuable and so we wanted to make it as easy as possible for them to answer.

So, we stated how it will be a hang-man style, with the letters appearing when you successfully answer the question at each location. To obtain the question you must scan the QR code. We also said how they will be split in their tutor groups, so 5/6 per team and that the application will lead them to their tutor’s room. Furthermore, the application will provide information about the University and FAQs, to help them outside of the game too.

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)

**Results**