

How the market research influenced the development of the product

The marketing managers notes from the research phases are available on the HTML tour. This document will demonstrate how this research influenced the design and development of the product.

1. Layout and theme

- a. A lot of time was spent interacting with competition products and reading their reviews. Key points that were found from this exercise were fed back to the team
- b. An elegant white and black theme was pushed by the marketing manager as the successful competition had simple yet elegant themes and layouts
- c. The survey indicated the sort of cooking habits our target audience has and this was backed up by further research into cooking trends of recent times. The type of recipes we have in our app was influenced by these findings (shorter, cheaper, healthier but nonetheless exotic).

2. Features

- a. Investigation into the target audience revealed that 18-30 year olds are interested in technological innovation which supported the idea the team had of incorporating a truly hands off feature by waving over the camera thus cementing this features place in the plans for next iteration
- b. This investigation also revealed how much time users spend on social networks and longing to belong in a 'global community'. These findings aided in the creation of having a social network esque feature in the form of creating and sharing the users' own recipes.
- c. Scrutiny and research of competition returned an idea of 'standard' features recipe apps have and what features are executed well and not so well. This feedback formed the basis of some user stories. 'Standard' features include favourites, searching for a recipe, history and suggestions
- d. Other key features that are interesting and work well for competitors include shopping list, included in second iteration and reviews of recipes, we currently have an indicator of popularity from the number of favourites but in the next development phase we hope to include a qualitative review function. Such features were pushed by the marketing manager

3. Pricing Strategy and Business Model

- a. Review of budgets and incomes amongst our age group as well as primary research in the form of a survey influenced the decision on how much to charge for this product
- b. The business model was a joint decision by the marketing manager and the finance manager where both parties put forward their ideas and data they had gathered before agreeing on a pricing strategy and the freemium model. The rewards club ties directly into the research into 18-30 year olds it was found

that that generation is interested in giveaways, competition and branded items.

- c. Advertising in the app was decided well at the start of the project however the freemium model came later with inly the free version containing adverts. The market research had identified what sort of adverts are being used by existing products and how effective they are. We didn't want to include really irritating adverts as this would not encourage users to upgrade to free version but likewise they couldn't be so subtle the user does not mind them. The finance manager and the marketing manager agreed that there should be an advert at the end of the slide show for the paid version and also another advert at the start of the slideshow for a product that our audience would be attracted to, big brands among millennials was researched and has been documented in the market research document.

4. Marketing Strategy

- a. All of the research carried out influenced how and where the product will be advertised and promoted and some further research was required to find out a cost and expected return for this. The further financial research document is a compilation of these findings and more.