



AMAL JYOTHI
COLLEGE OF ENGINEERING
(A U T O N O M O U S)

NURTURENEST

20INMCA506 – Main Project

Scrum Master

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**DEPARTMENT OF
COMPUTER APPLICATIONS**



REQUIREMENT GATHERING

NurtureNest: Ultimate Baby Health and Growth Companion

Questionnaire

1.What types of developmental toys do you currently offer in your shop?

Ans: We have a variety of toys categorized by age group, such as puzzles, building blocks, sensory toys, and educational kits that promote cognitive and motor skill development.

2.Who is your target audience, and what age range do your products cater to?

Ans: Our primary audience is parents with children aged 0–12 years, with specific toys designed for infants, toddlers, and school-age children.

3.How do you currently promote or advertise your shop and products?

Ans: We mainly rely on word-of-mouth recommendations, occasional flyers, and local advertising through banners or posters in nearby areas.

4. What is the pricing range of your toys, and do you offer any discounts or special deals?

Ans: Our toys range from ₹200 to ₹2,500, depending on the product type. We often run discounts during festive seasons or offer combo deals for parents purchasing multiple items.

5. Do you have any inventory management system or record-keeping process for your stock?

Ans: Currently, we manage stock manually using ledgers or spreadsheets to keep track of inventory and restocking needs.

6.Do you have any specific brands or manufacturers that you frequently collaborate with for sourcing toys?

Ans: Yes, we source toys from popular brands like Funskool, Fisher-Price, and some local manufacturers specializing in wooden and eco-friendly toys.

7. Are there any challenges you face in reaching more customers or expanding your business?

Ans: Yes, reaching a wider audience and increasing sales is challenging without an online presence. Many customers now prefer to shop online, which limits our market.

8. Do you offer any customization or special services, like gift-wrapping or personalized toy recommendations?

Ans: We provide gift-wrapping services and assist parents in selecting toys based on their child's age and developmental needs.

9. Would you be open to selling your products online if an e-commerce platform is developed for your shop?

Ans: Absolutely! Having an online presence would help us reach more customers and stay competitive in the market.

10. How do you currently handle customer feedback or inquiries about your products?

Ans: Customers usually share feedback in person, and we address any concerns directly. However, we do not have a formal system to collect or track feedback.

