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**Marketing Summary**

*End of Iteration One Marketing Summary*

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**Marketing Summary**

# 1.0 Marketing Summary

Marketing is an integral part of a company’s ability to produce products for which a substantial demand and need exists, without these aspects a company would be blind to whether a product would saleable or useful.

So far the market research has been completed using surveys, which have been distributed to teachers/tutors and students. The main goal of this was to work out if lesson planning software would be beneficial and to show any demand for it. This was also used to show any potential features that would be useful to include in such software.

From these surveys a few key points came out:

* Current methods of planning lessons are time consuming and repetitive
* Teachers/Tutors struggle to remember individual student needs
* Similar software was too error prone and limited
* Useful features would be to have multimedia available in one window
* Ease of use

A very small amount of teachers had used any digital or online planning methods before but over 90% said they would like to use such software if it resolved some of the current issues listed above. The students also gave similar response to using the same software; over 80% said they would if it was simple and intuitive.

The software needs to be easy to use, able to reduce the time spent currently planning out lessons, and be able to have the ability to use all necessary media. These were the mains points on which the product was based.

However the sample size that returned these surveys was smaller than expected and as such hasn’t given sufficient statistics to back up some ideas. In order to resolve this, a few more surveys will be distributed with a lengthier time before analysis to allow more people to return them. The questions will target demand for this type of software and specific features, and will also include questions about pricing, licensing and the aesthetics of the interface.