

StudentPeak Market Research Report

1. Introduction

This report includes the findings in our initial research for StudentPeak. The research includes a collation of questions answered by university students, to gain insight into their initial experiences at university, aiding our Unique Value Proposition and the problem we want to solve. The university students answering the questions are all attending the University of Kent, in different stages of their studies. The survey had 11 questions in total, asking about student's experiences when arriving at university, as well as experiences using social media at university. We asked these questions to understand how StudentPeak could change the experiences of new and existing students and to solve the problems faced for these students.

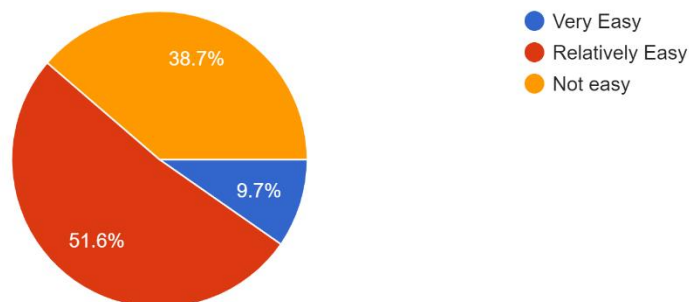
We had a total of 31 responses, with a majority of closed ended questions and a couple of open-ended questions for users to provide clarity in previous answers. When approaching students to answer questions we gave a brief introduction on the project and then allowed them to proceed with answering the questions. The responses to the survey allowed us to develop our requirements and specifications for StudentPeak, whilst giving us additional aid in knowing features we wanted to develop for the app.

2. The Responses:

2.1 Question 1:

How easy did you find it connecting to people in your first year?

31 responses



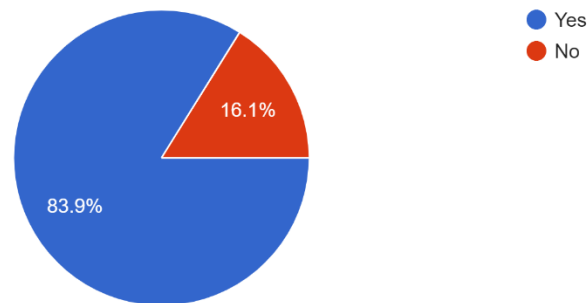
This question was asked to gauge an insight into how students connect with other students upon arriving at university. With only **9.7%** finding it very easy to connect with their peers when they first get to university, it demonstrates the problems faced by new students.

StudentPeak can create a solution to this problem, as it can be a form of communication to connect new students attending the same university to connect before and when arriving at university. When an account has been created using their university email (which they can gain access to before arriving at university), students can immediately connect with their peers, eliminating the anxiety and stress that may be felt when they initially arrive on campus.

2.2 Question 2:

Did you meet anyone during freshers week?

31 responses



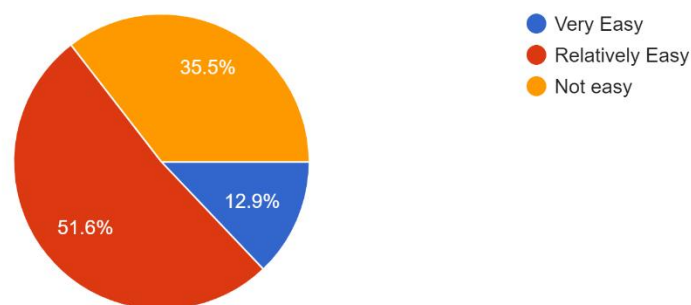
This was a question asked to again gain insight into student's experiences when arriving to university. With fresher's week being an important event to all new university students, we thought it would be helpful to ask whether or not students were able to meet their peers during this time.

The response to this question was expected, as fresher's week pushes students to connect with their peers, however the **16.1%** of students answering 'No' still indicates that there are students who struggle with meeting people, a problem StudentPeak can solve.

2.3 Question 3:

How easy was it to find fresher's events?

31 responses



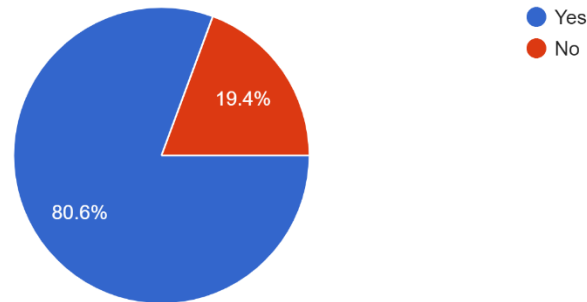
With the importance of fresher's week, we thought it would be helpful to get an insight whether or not students were able to easily find and participate in these events.

A feature that we want to develop with StudentPeak is Events, where students are able to find events within the university and their city. With only **12.9%** of our responders finding it very easy to find these fresher events, our app solves the problem of not being able to attend events and connect with other students.

2.4 Question 4:

Did you use any social media apps to meet other university students?

31 responses



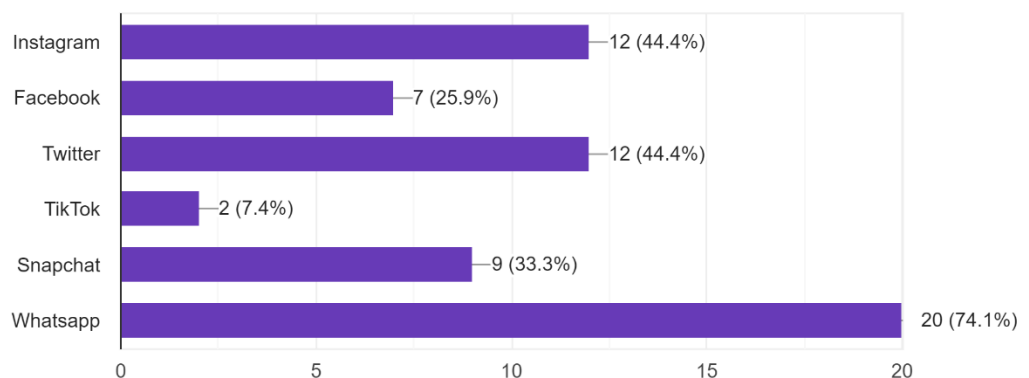
With the usage of social media increasing, especially with Gen Z and Millennials, we asked this question to get a better understanding of social media plays a role university student's lives. The response is an indication of how important social media is in terms of meeting new people for students.

While students are already using existing social media to connect with their peers, StudentPeak offers a UVP, as it's an app solely created for university students. This allows students to interact with people in their study year, on their course, with similar interests to them, in their accommodation etc.

2.5 Question 5:

If yes, what social media apps did you use?

27 responses



This question was to give us information on what social media platforms are currently being used by university students. This allows us to compare StudentPeak to existing solutions, ensuring that we provide a new solution that does not currently exist on the market.

With WhatsApp, Instagram and Twitter being the most popular social media platforms being used by students currently, our research will focus on these platforms, with the ultimate goal of building an app that provides a better solution for students.

2.6 Question 6

Why did you use social media apps as a way to meet other students?

31 responses

Because there are society social media accounts which make it easier to find group chats

Because I don't know many people in first yr

I could connect with people similar to me

Weren't many on campus directions on how to find students

I used the student buddy initiative from the university website.

N/a

Was the only way to see who goes to the uni

It was easier to connect with students

there wasn't another alternative that was easy to use

Why did you use social media apps as a way to meet other students?

31 responses

I always like meeting people on social media
I don't know anyone here, I am on study abroad I had to rely on social media to connect us.
Easier way to interact
yes sometimes
Easy to meet people through there
It easy seeing other people on social first
It was a quick and easy way to find people without leaving my accomodation
Easier
Easier to connect

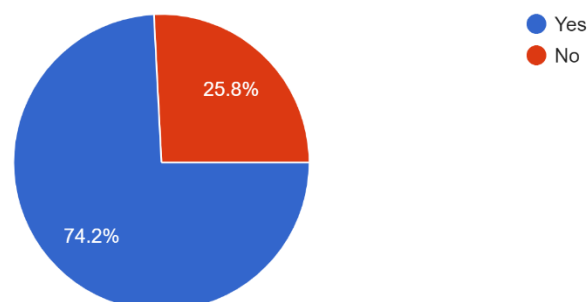
This open-ended question was to gain a deeper understanding to the previous question – why exactly do students want to use social media to meet their peers? With over **80%** of answers having the word 'Easy' in their answer, social media just creates this easy bridge to connect students, whether they are remote, in-person or study abroad.

This is particularly why StudentPeak will be built as a social media app rather than a website – it creates familiarity with its users whilst also simultaneously solving additional problems they face even with the existence of other social media platforms they currently use.

2.7 Question 7

Do you find it easier meeting people through social media?

31 responses



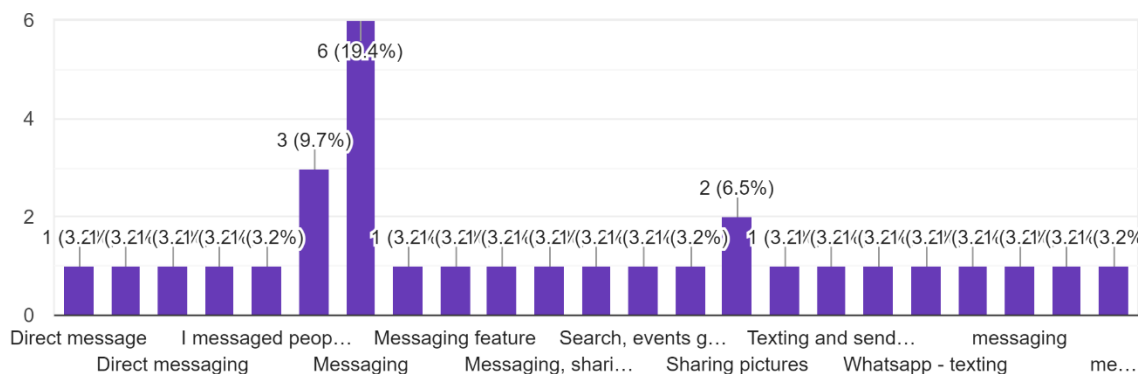
The purpose of this question was to get an insight into the number of people who use social media as a channel for meeting new people. With the growing age of social media with Gen Z, the result of

74.2% of students who participated in the survey finding it easier to meet people through social media is not surprising. This indicates the usefulness StudentPeak, as it provides a channel of communication between students.

2.8 Question 8

What features of any social media platform do you use when connecting with peers? (e.g. messaging, sharing content etc)

31 responses

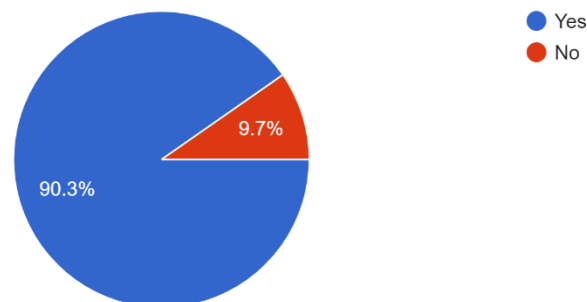


To know which features to implement that best serve our users, we asked the student participants what features they use within social media apps when connecting with their peers. With most answers including 'messaging' and other answers including 'sharing content', we knew these were features we would want to implement into the app. This would ensure that students using our app stay connected with each other.

2.9 Question 9

Would you find the invention of a social media app solely for university students useful?

31 responses

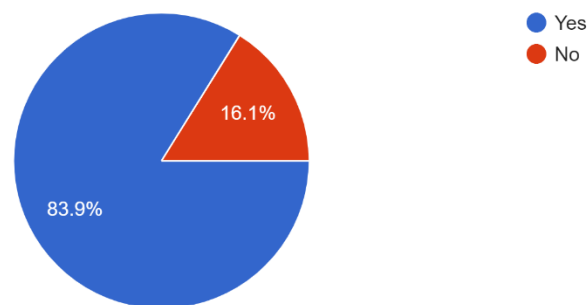


We wanted to ask our participants whether they thought the idea of a social media app solely for university students would be useful to them and serve them. With **90.3%** saying yes, we knew there was a place for StudentPeak to solve the problems of university students that aren't currently being solved by existing social media apps.

2.10 Question 10

Is there a need for this social media app when apps like Facebook and Instagram exist?

31 responses



Whilst the previous question tells us that there is a need for StudentPeak, we wanted our participants to clarify whether or not they saw the need for an app like StudentPeak whilst other popular media apps like Facebook, Instagram and Twitter exist. With **83.9%** answering yes, we gained further clarity for the need of StudentPeak.

2.11 Question 11

Why? (To the above question)

31 responses

It could be easier to find people on one concentrated app where everyone is there for the same reason

Because it connects me directly to people that go to my uni, this is easier

So you can know that everyone's who's on the app has the same intention of meeting others as you which you would be guessing if you approach someone on other social platforms

Not everyone uses facebook and instagram aa their preferred app.

It would be nice to connect with other students that are not only on my course

Apps like Snapchat tend to be more social

A student focused app would help connect with other students without giving too much privacy away if you aren't ready to share that with them

As much as facebook and instagram are fun social media platforms, it is hard to connect with a specific group of people e.g someone doing your course or living in the same student accommodation without

Why? (To the above question)

31 responses

having to know specifically where to look and know somebody that knows about it first. By having an app like this it would ensure you find your people much quicker and and it wont be as lonely!

To target a niche (uni students) and it would be easy if it's solely for uni students usage

Because it's specifically for the purpose meeting new students

Because I feel like certain apps are specifically for certain things so knowing that there can be an app just for meeting other students would be great

Because it focuses just on uni students which is easier

Find it easier

Preferences. There are some apps that people feel more comfortable to socialize with/use

Focusing just on meeting other students would be beneficial to meeting people

Why? (To the above question)

31 responses

Focusing just on meeting other students would be beneficial to meeting people

I would like to meet other people with same interests as me that go to my uni

Finding people from your university on social media takes a lot of effort and searching, and you can't narrow your search, E.g. finding someone on your course in your year

I think there is not a lot that a dedicated app will do that an already existing social media app like Twitter or Facebook can't do. So I personally think it would have to do something other than just connect me to uni students

There can be lots of spam and promoters over facebook etc that a student app where you would verify yourself and accomadation etc to then link up with others could be very useful for students socialising. Especially since covid cut off in person meeting a new app could be very beneficial.

I am here on study abroad I don't know if these questions really apply to me so I will try to answer best I can.

Because all those apps aren't for students

Why? (To the above question)

31 responses

Too many social media apps to keep track of things.

Because the other apps are not tailored specifically to students and it's harder to meet strictly students.

More niche

It's specific to university students- we are all in the same situation it's easier to connect

Because of course facebook and all other social media apps allow you meet other people but with this app it solely means you meet those in uni and are able to meet people you'll have seen in a club but not grabbed their socials and may not have to wait for the next motive to speak.

Social media should be unlimited. It's a way to connect to others

Key feauters can set the social medias apart

Because it is more specific to helping any university student's experience

Finally, we wanted our participants to give reasons why an app like StudentPeak would be useful for them. With all the answers given, we were able to identify specific reasons as to why students would want an app specifically for them – from the answers given StudentPeak would ultimately provide convenience and ease for not just new university students, but also returning university students. It

provides a safe space for students to interact with each other and to get to know one another based on their courses, accommodations, and areas of interests.

3. Conclusion

Overall, the questionnaire allowed us to delve deeper into our market research and get the opinions of the users who will be using StudentPeak first-hand – university students. We were able to get their thoughts and opinions on current social media apps on the market, learn how they currently use those apps within their university lives and finally understand how an app like StudentPeak will solve the problems they currently face.

Furthermore we were able to look at the answers and develop a requirements list for StudentPeak to ensure that what we implement will solve the problems that we identified within our research. From here we can now develop user personas that will be used to represent university student's behaviours, goals, needs, and pains.