

MARKET SURVEY (ED)



Vishwakarma institute of information technology,kondhwa

Name	Roll numbers
Sakshi Vyavahare	23
Muskan	28
Yashraj Nimbalkar	39
Yashashree Nimbalkar	40

Guided by : Amol Patil Sir

1. Executive Summary

- **Startup Idea:**


Scriptures is an interactive activity book that allows users to step into the world of their favorite characters, live their adventures, and engage in creative activities like drawing, journaling, and solving puzzles. It's a unique blend of storytelling, self-reflection, and creativity, designed to make scripture reading and journaling more engaging and personalized.

- **Take a look on our products:**



Gojo Satoru Diary

180 Rs Only



Live Gojo's life, your way!


Pre Order Now!

@scriptures.studios



Naina Inspired activity book



150 Rs Only



you don't just admire the main character—you become them.

Pre Order Now!

@scriptures.studios



- **Problem Solved:**
Many people find traditional scripture reading repetitive, hard to relate to modern life, or

difficult to engage with due to outdated language or lack of time. Scriptures aims to solve this by offering an interactive, creative, and personalized approach to scripture reading and journaling.

- **Target Audience:**

The primary audience includes individuals aged 18-34 who are interested in self-growth, journaling, and creative activities. Secondary audiences may include younger readers (under 18) and older adults (35+) who are looking for a more engaging way to connect with scriptures.

- **Value Proposition:**

Scriptures offers a unique, interactive, and personalized experience that combines storytelling, creative exercises, and modern interpretations of scriptures, making it more relatable and engaging for users.

- **Objective of the Survey:**

The survey aims to understand the preferences, challenges, and buying habits of potential customers regarding scripture-based products. It also seeks to validate the demand for an interactive, creative, and personalized scripture journaling experience.

2. Survey Design

- **Survey Method:**

The survey was conducted online using Google Forms, targeting a sample size of 30 respondents from the primary audience (ages 18-34). The survey included a mix of multiple-choice, rating scales, and open-ended questions.

- **Rationale Behind Questions:**

The questions were designed to gather insights into:

- **Demographics:** Age, gender, and frequency of scripture reading.
- **Reading & Engagement Habits:** Preferred formats, challenges faced, and ways to make scripture reading more engaging.
- **Customization & Personalization:** Preferences for modern vs. traditional interpretations and interest in personalized products.
- **Buying Preferences:** Willingness to pay, preferred purchasing channels, and interest in subscription-based services.
- **Feedback & Suggestions:** Areas for improvement and additional features desired in scripture-based products.

3. Data Collection

- **Sampling:**

The survey was distributed to 30 respondents within the target age group (18-34) through social media platforms and online communities focused on journaling, self-growth, and creative activities.

- **Data Collection Method:**

Responses were collected via Google Forms, ensuring anonymity and confidentiality. The survey was open for one week, and reminders were sent to encourage participation.

4. Results and Analysis

- **Key Findings:**

- **Demographics:**

- 60% of respondents were aged 18-24, 30% were 25-34, and 10% were under 18.
 - 70% of respondents identified as female, 20% as male, and 10% as non-binary or preferred not to say.
 - 40% read scriptures weekly, 30% monthly, and 20% rarely.

- **Reading & Engagement Habits:**

- 50% preferred physical books, 30% digital formats, and 20% illustrated or interactive books.
 - The biggest challenges were:
 - 40% found it hard to relate scriptures to modern life.
 - 30% lacked time in their daily routine.
 - 20% found the language difficult or outdated.
 - 70% of respondents were interested in creative exercises like drawing and writing prompts.

- **Customization & Personalization:**

- 60% preferred a mix of modern and traditional interpretations.
 - 50% were interested in personalized products (e.g., custom covers, themed versions).
 - Popular themes included self-growth (70%), journaling & mindfulness (60%), and fandom-inspired content (40%).

- **Buying Preferences:**

- 50% preferred online stores like Amazon for purchasing scripture-related content.
 - 60% were willing to pay 10–10–20 for a high-quality, creative scripture-based journal/book.
 - 40% were interested in a subscription-based service for monthly content.

- **Feedback & Suggestions:**

- Common suggestions included more visual storytelling, shorter summaries, and themed versions based on popular movies or books.
 - **Visualization:**
Use charts and graphs to represent the data, such as:
 - Pie charts for demographics (age, gender).
 - Bar graphs for preferred formats and challenges faced.
 - Line graphs for willingness to pay and interest in subscription services.
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5. Insights and Conclusions

- **Key Insights:**
 - There is a strong demand for interactive and creative scripture-based products, especially among younger audiences.
 - Personalization and modern interpretations are key factors that can increase engagement.
 - A price range of 10–15–20 is acceptable for most customers, and there is moderate interest in subscription-based services.
 - **Conclusions:**
 - The survey validates the demand for an interactive, creative, and personalized scripture journaling experience.
 - The target audience is primarily young adults (18-34) who are interested in self-growth, journaling, and creative activities.
 - Incorporating modern interpretations, visual storytelling, and personalized themes can make the product more appealing.
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6. Recommendations

- **Product Development:**
 - Focus on creating interactive, illustrated, and themed scripture journals that include creative exercises like drawing and writing prompts.
 - Offer a mix of modern and traditional interpretations to cater to a wider audience.
 - Consider personalized options like custom covers and themed versions.
- **Pricing Strategy:**
 - Price the product between 10–15–20 to align with customer willingness to pay.
 - Explore the possibility of a subscription-based service for recurring revenue.
- **Marketing Strategy:**

- Target online platforms like Amazon and social media to reach the primary audience.
- Highlight the unique features of the product, such as personalization, creative exercises, and modern interpretations.

7. Appendix

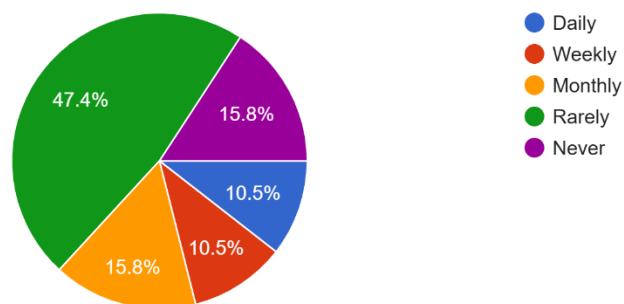
- **Survey Questionnaire:**
Include the full list of survey questions used in the research.
- **Raw Data Tables:**
Provide the raw data collected from the survey for reference.
- **Visual Aids:**
Include all charts, graphs, and visualizations used in the report.

8. Google Form Response Graphs

To provide a clear and visual representation of the survey results, we have included response graphs generated from the Google Form used to collect data. These graphs offer an easy-to-understand overview of the key findings and trends identified in the survey.

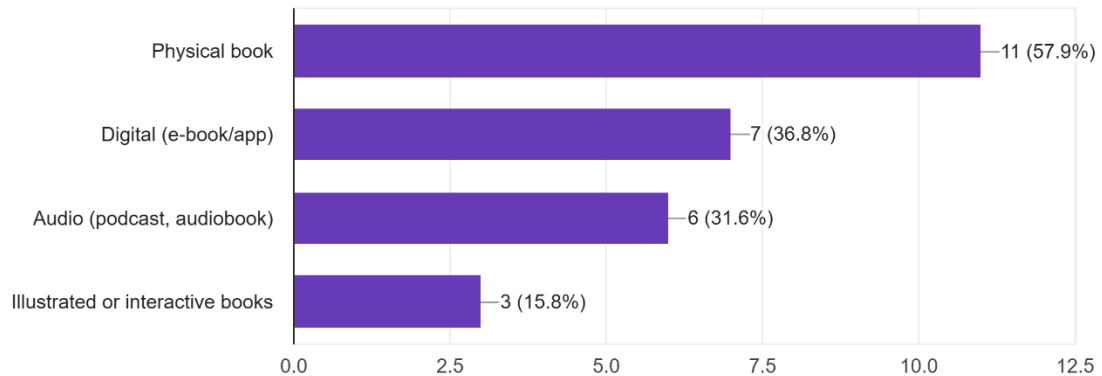
How often do you read scriptures or religious texts?

19 responses



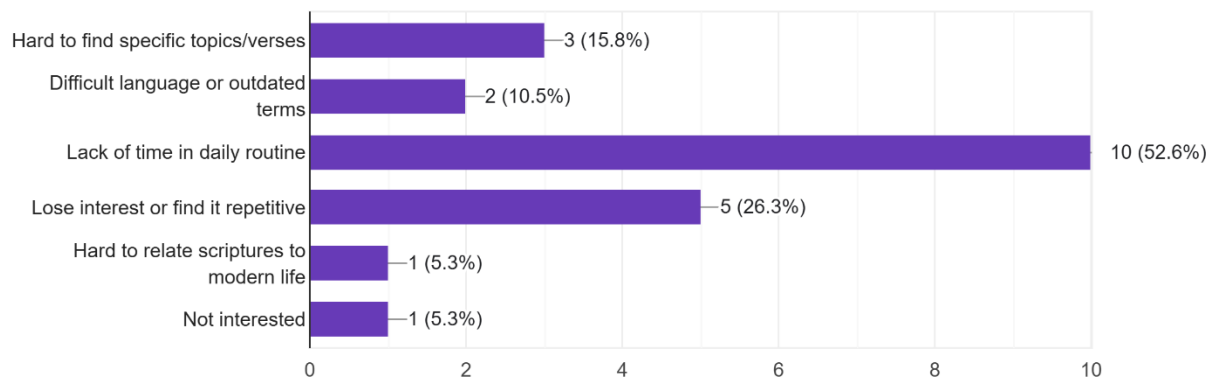
What format do you prefer for scripture reading? (Select all that apply)

19 responses



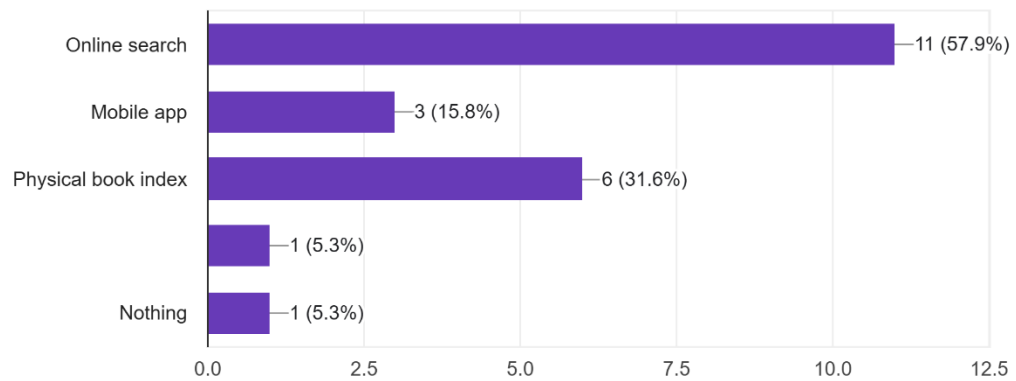
What challenges do you face in reading scriptures?

19 responses



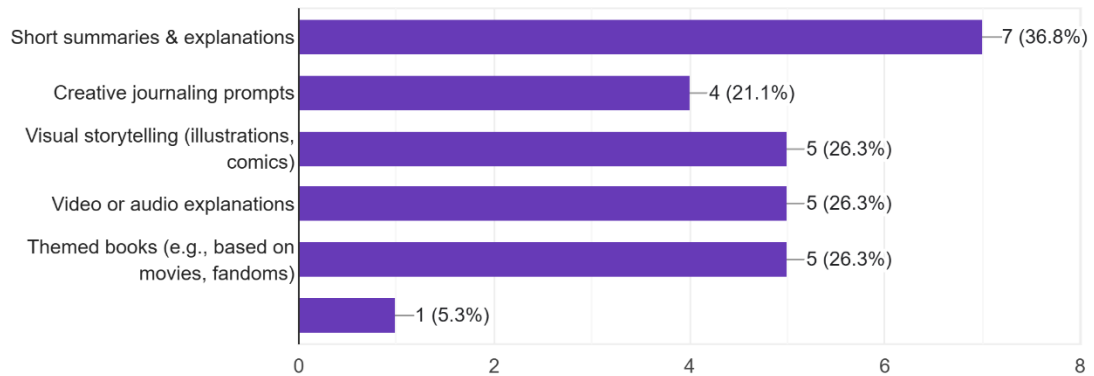
How do you usually search for scripture passages?

19 responses



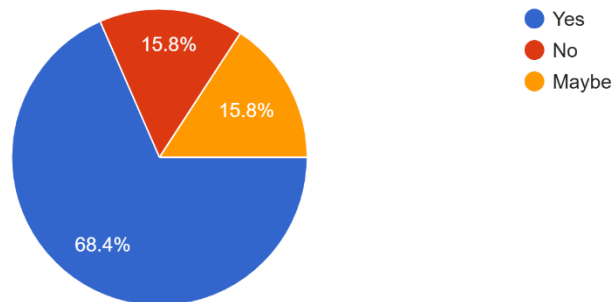
What would make scripture reading more engaging for you?

19 responses



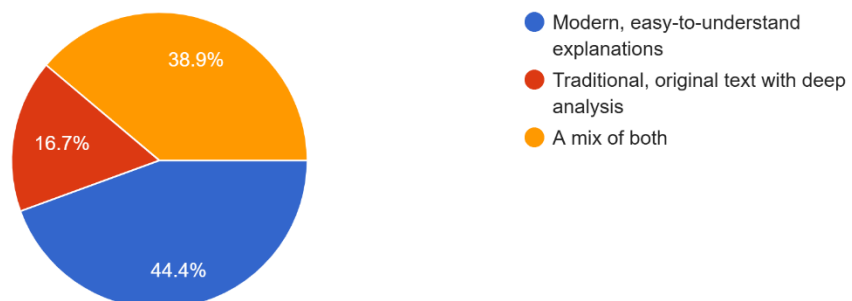
Would you be interested in scripture books that include creative exercises (e.g., drawing, writing prompts, or interactive tasks)?

19 responses



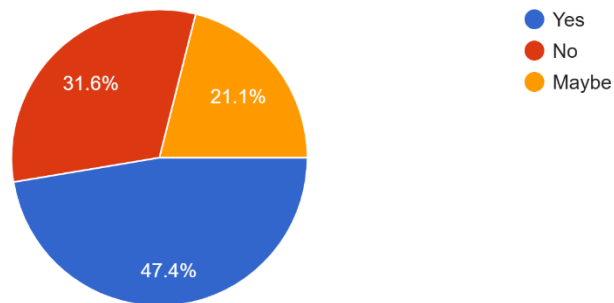
Do you prefer scriptures with modern explanations or traditional interpretations?

18 responses



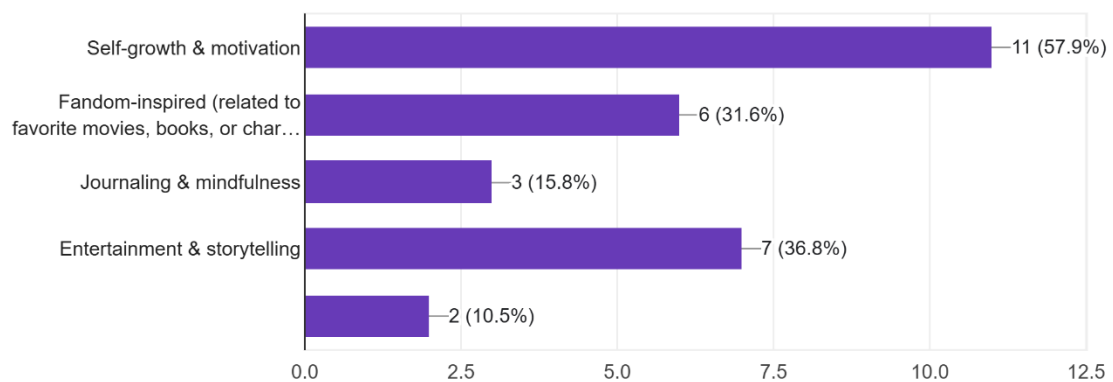
Would you like scripture products to be personalized (e.g., custom cover, name on book, themed versions)?

19 responses



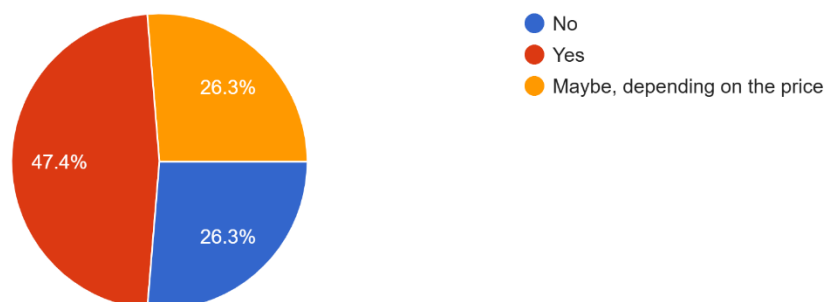
What themes would you like scripture-based products to include? (Select all that apply)

19 responses



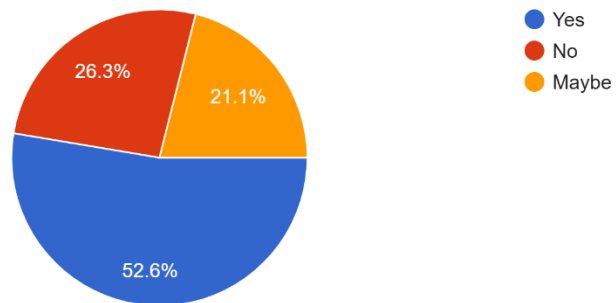
Would you like a "mystery scripture box" subscription that includes journals, creative exercises, and themed gifts?

19 responses



If we offered scripture-based merchandise (stickers, bookmarks, T-shirts, etc.), would you be interested?

19 responses



Key Considerations

- **Clarity and Conciseness:** Ensure the report is easy to read and understand.
- **Professionalism:** Maintain a formal tone and avoid personal opinions.
- **Accuracy:** Double-check all data and analysis for accuracy.
- **Visual Appeal:** Use visuals like charts and graphs to make the report more engaging.