**Market Research Overview**

**Summary:**

The market research we hope to discover will hopefully help us get a stronger insight into the contract analysis field. The following document will provide detailed information on objectives set, companies found and any other considerations.

**Objectives:**

* Find companies that mimic the same idea we are looking to go down for our project
* Take key features from some competitors in the field to help brainstorm ideas for the project
* Get better understanding of the overall field
* Draw conclusions from any limitations you see in other competitors’ programs to help with progression of project
* Find the need for this product

**Methods of data collection:**

* Searching through the Internet
* Articles and surveys
* Focus groups to brainstorm ideas

**Timeline:**

* 21/09/2018 (Terms of Service Didn’t Read):

Looked into their functionality and what they provided for their audience

* 24/09/2018 (Polisis)

Look at their customer feedback and improvements that could be made to their system

* 25/09/2018 (EULAyzer)

Took aware some functionality that they possessed

* 1/10/2018 (PrivacyParrot)

Not many features were taken aware from this program

**Outcomes:**

Able to gather information on the field we are partaking in, while being able to avoid features that could hinder us in the future.

*Features to take away:*

* Interactive website
* Browser add-on
* Make it clear what the program will be for and who it will target

*Features to avoid:*

* App design