

## Module 5 Individual Primary Market Research Template

### Overview

For this assignment, you will individually create 10 market research questions to gather data for your group's final marketing plan presentation. Submit the completed Word document template by the **end of Week 5**.

**(Please note** that this individual assignment is just to get you started putting together a team survey, which you'll be doing **in Module 6**. In week 6, you will meet as a team to create one survey in Qualtrics to actually collect the data. This team's survey can include questions from all members, along with any additional questions you want to add. While the final survey will likely have more than 10 questions, there isn't a set number—just ensure it takes between 3 to 5 minutes to complete. Keep in mind that only one team survey is needed for data collection, and you do not need to submit the survey itself. Once the team survey is created in Qualtrics, each member of the team will need to distribute the link, ideally collecting 50 responses or more. If you cannot reach the minimum required responses of 20, you may ask proxies for the target market to complete your survey. Distribute the Qualtrics survey ideally by the **end of week 6** i.e. you do not need to wait on feedback from Module 5.)

Guidance on how to write these questions, including the use of Likert questions, will be provided in the Live Session. Please also refer to Coursera videos in MOOC 1, Week 1, Lesson 1-2: Market Research.

## Title and Introduction:

1. Create a title for your survey/project.
2. Write the introduction to the survey, which should also include the instructions for the participants and a brief description of your product (less than 75 words) as outlined in Primary Market Research Video 2 and in the example surveys provided on the assignment page in Canvas.

Title: PulseTrade – Gaining an edge in investing

Introduction: Retail and professional investors are constantly looking for an edge in the market. PulseTrade aims to help investors increase the chance of successful portfolio picks by monitoring their emotions and recommending when to step away from the trading. This survey will ask you questions around trading behavior and how you handle emotions while trading. It will take around 5 minutes to complete, and your answers will only be used for research purposes. Thank you.

## The Survey

Use the example questions in the blue box below to write 10 survey topics, question objectives, the questions themselves, and the answer options.

Topic	Example Questions
<b>Target customer behavior</b>	When do you do X? How often do you do X? What are your current barriers to X? How likely are you to use X? How important are the following benefits/attributes to you when purchasing the product? Please indicate how strongly you agree or disagree with the following statements regarding your reasons for doing X.
<b>Product</b>	How important are the following attributes when purchasing product X? How beneficial do you think X would be to accomplishing Y? How satisfied were you with the following X? How likely are you to recommend this product to others?
<b>Place</b>	How likely are you to purchase the product in the following outlets? How often do you visit the following locations? (For answer options, use specific time periods, e.g., monthly, once a week, twice a week, daily).
<b>Price</b>	How likely are you to purchase the product at the following price points? At what price would you think the product is so inexpensive that you would question its quality?
<b>Promotion</b>	How likely are you to use the following sources to get information on this product? How likely are you to use the following social media channels to get information on this product? Follow-up: How many times a week do you use them?

<b>Demographics of respondents (always put sensitive questions near the end so as not to deter replies)</b>	<p>What age group are you in? What gender do you identify as?</p> <p>What is the highest degree or level of school you have completed? If currently enrolled, select the highest degree received.</p> <p>Which category best describes your employment status?</p> <p>What is your annual household income?</p> <p>What is your ethnicity?</p> <p>What is your marital status?</p> <p>Where is your home located? (Answer options can be zip codes)</p> <p>How many children do you have?</p>
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## Instructions

1. **Read the instructions for the final marketing plan presentation to find out what information you need to gather from this survey, where you will also find example questions for your survey.**
2. In the orange box below, enter the topic for each question you want to ask your respondents. **6** of your 10 questions ***must*** cover the **topics** that already appear in the topic column. You can choose the topic of the other 4 questions, but they must be relevant to the information you need for your final marketing plan.
3. Decide on the **objective** for each question, i.e., what information are you trying to obtain in order to make decisions about your marketing plan.
4. ***Write the 10 questions*** that you could use in your primary market research survey in Qualtrics in the orange box below (using the questions in the blue box above as a guide). ***Remember that these are just a subset of what your final Qualtrics survey will be.***
  - a. You may only include ***one*** question with an open-ended answer, and only if absolutely necessary.
  - b. You must have a minimum of ***two*** Likert questions.
  - c. You may include ***one*** filter question.
  - d. Please feel free to adapt the example questions in the blue box above for the needs of your own survey.
5. Enter the **answer options** that respondents can choose from in the final column.
  - a. If you have a question with multiple-choice answer options, such as age and education level, list them in this column.
  - b. If you are using a Likert scale, put the items that you want reviewed in the final column and then underneath indicate the scale that you will use, such as Very Unlikely to Very Likely. Remember to avoid using “extremely.”
  - c. If you choose to include one open-ended question, which will not have answer options, just enter “Open Ended” in the Answer Options column.

Note: For the Qualtrics survey, you will have a minimum of 10 questions and can have more. However, for this assignment in Module 5, please only provide 10 questions.

	Topic	What is the main objective of this question (how will this inform your marketing plan)?	Question	Answer Options
1	Target customer behavior	The objective of this question is to find out if the respondent is active in the stock market	Are you an active stock market trader (either Retail or Professional)? At least once a month?	Filter question- Radio, Single Select: Yes No
2	Product & Promotion	The objective is to get respondents thinking about their emotions when they typically invest.	How would you describe your emotional state when you are investing? Select all that apply.	Multi-select: Scared Excited Anxious Regretful Confident Calm Detached Optimistic Disappointed Frustrated Other
3	Product	To determine which product benefits are most valued by potential users. This will guide the focus of our marketing messages and value proposition.	How important are the following attributes to you in a tool designed to assist with your investment decisions? ( <i>Matrix table question type in Qualtrics</i> ) <ul style="list-style-type: none"> <li>Real-time emotional feedback during trading</li> <li>Personalized insights based on my trading patterns</li> </ul>	a) Very unlikely b) Unlikely c) Somewhat unlikely d) Neither likely or unlikely e) Somewhat likely f) Likely Very likely

4	Place	To identify the distribution focus	How likely are you to buy PulseTrade via each of the following? ( <i>Matrix table question type in Qualtrics</i> ) <ul style="list-style-type: none"> <li>Brand website</li> <li>Amazon</li> <li>Electronics retailers</li> </ul>	a) Very unlikely b) Unlikely c) Somewhat unlikely d) Neither likely or unlikely e) Somewhat likely f) Likely g) Very likely
5	Price	The objective of this question is to find out the device price range which would entice respondents	If a wearable device could monitor your emotional state and help increase successful stock pick performance, how much would you expect to pay for the device itself?	Radio, Single Select: <ul style="list-style-type: none"> <li>\$75-\$100</li> <li>\$101-\$125</li> <li>\$126-\$150</li> <li>\$151-\$175</li> <li>\$176-\$200</li> <li>More than \$200</li> <li>I would not be willing to pay for the device</li> </ul>
6	Promotion	The objective is to find out where respondents go to get their investment news/advice in order to decide where to spend our marketing budget. As this won't be a brick-and-mortar, we need to figure out what digital channel respondents use.	Where do you go to find most of your stock market news? Select all that apply.	Multi-Select: <ul style="list-style-type: none"> <li>Yahoo Finance</li> <li>Motley Fool</li> <li>Seeking Alpha</li> <li>Bloomberg</li> <li>Wall Street Journal</li> <li>TradingView</li> <li>Reddit</li> <li>Other</li> </ul>
7	Price	The objective is to find out if respondents would be open to a subscription model. This could impact initial selling cost. Competitors like WHOOP and Oura use subscriptions to offset initial investment	If you found the device effective and the tool relied on real-time alerts how much would you be willing to pay per month?	Radio, single-select: <ul style="list-style-type: none"> <li>\$0 (only interested if no monthly subscription required)</li> <li>\$5-\$10</li> <li>\$11-\$20</li> </ul>

				\$21+
8	Target customer behavior	The objective is to find out how often respondents think emotions impact their trades	Please indicate how strongly you agree or disagree that emotions have impacted your trades in the past.	Likert Scale: Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree
9	Adoption intent	Estimate near-term trial intent to forecast initial adoption.	If PulseTrade were available today, how likely are you to try it in the next 30 days?	Very unlikely / Unlikely / Neutral / Likely / Very likely
10	Privacy	To see if data sharing is a concern	I'm okay sharing biometric data with a finance app.	1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree
11	Barriers to adoption	Identify top obstacles to inform product, onboarding, and messaging.	Which of the following would most likely prevent you from using PulseTrade? (Select up to 3)	<ul style="list-style-type: none"> <li>1、 Concerns about data privacy;</li> <li>2、 Doubts about accuracy; Pairing/setup feels complicated;</li> <li>3、 Too busy to try something new;</li> <li>4、 Price;</li> <li>5、 I prefer my current tools;</li> <li>6、 I don't want to monitor emotions;</li> </ul> Other: (please specify)
12	Demographic question	The objective of this question is to find out education level.	What is the highest level of education you have completed?	Radio, Single Select: Some high school or less High school / GED

				Some college 2-year college degree 4-year college degree Master's degree Professional degree (e.g., JD, MD) PhD or Doctorate
13	Demographic question	To confirm that our respondents fit the target income profile (\$80K+) defined in our positioning statement and to segment responses by income level.	What is your approximate annual household income?	a) Less than \$50,000 b) \$50,000 - \$79,999 c) \$80,000 - \$124,999 d) \$125,000 - \$199,999 e) \$200,000 or more f) Prefer not to say
14		To segment by age cohort per target ICP	What is your age group?	a) Under 25 b) 25–34 c) 35–44 d) 45–54 e) 55+
15	Product & Promotion	The objective is to get respondents thinking about their emotions when they typically invest.	How would you describe your emotional state when you are investing? Select all that apply.	Multi-select: Scared Excited Anxious Regretful Confident Calm Detached Optimistic Disappointed Frustrated Other



