Adventure Buddy Customer Development Research Survey

ENT402

“Hi! I’m Nick Wurzer and I’m conducting this research as part of an entrepreneurship class at the University of Victoria. The purpose of the research is to determine consumer’s attitudes toward an idea I have for a new business venture. Your participation in this research is voluntary, you may exit the survey at any time, and your responses will be anonymous. Once my course is over, the data we’ve collected will be destroyed. We thank you in advance for your time.”

Do you Participate in any outdoor activities?

Yes

No

If yes, please continue with the survey.

If no, thank you for your time.

Please indicate how often you search for information online about an outdoor point of interest:

Less than once a month.

About once a month.

About once a week.

A few times per week.

More than a few times per week.

Please watch the following video. Once completed, please return to the survey and complete the questions.

[Insert link here.]

Did you completely understand the business concept being described in the video? Please indicate your level of agreement with the following statement:

I completely understood the business concept being described to me in the video:

Strongly agree

Somewhat agree

Neither agree or disagree

Somewhat disagree

Strongly disagree

Please indicate your first impressions of the business concept as presented to you in the video. If this idea was available today:

I would be first in line to use it.

I would be interested in it, but wouldn’t rush to use it.

I wouldn’t be interested or disinterested in the idea.

I wouldn’t be interested to use it.

Thinking of your answer to the question above, please tell us why you evaluated the idea that way:

If you were to use this service how regularly would you use it?

Less than once a month.

About once a month.

About once a week.

A few times per week.

More than a few times per week.

How often would you click on targeted advertisements on the application?

* How often are you influenced by ads
* Would you pay for ad free

Less than once a month.

About once a month.

About once a week.

A few times per week.

More than a few times per week.

If you weren’t interested in buying the product, what changes would need to be made to the product in order for you to consider buying it?

Which features of my design are most valuable to you?

What important features am I missing?

What pain does my product solve for you?

Is there any additional feedback you’d like to provide?

Two demographic questions about your age and education are asked to help identify the target audience for this product.

How old are you?

17 or younger

18-29

30-39

40-49

50-59

60 or older

What is the highest level of education that you have received?

Less than high school degree.

High school degree or equivalent.

Some college but no degree.

Bachelor degree.

Graduate degree.

Types of activities

Other services

Uvic clubs

Subredit

Shorter questions

Post qr code

More demographic + PSYCHOGRAPHIC questions