

Market Research for Technologies

A how-to-guide

Team TOPAS - Praxis Summer Camp 2023





Objective

Project goal, key term definition, and our approach to achieve

Objectives

- Project goal: produce a market research how-to-guide for technology
- What is *Market Research*?



Market Research aims to offer deep insights into industries, base customers, and competitors.



Source: G2

Objectives

- What is a *Market Research Guide*
- A market research guide offers *step-by-step instructions, methodologies, data sources, and insights.*
 - The guide guides users through the process of *gathering, analyzing, and interpreting data* about a specific market, industry, or target audience.



Source: Unsplash

Objective

→ What we have done to produce a market research guide:

Survey

Focusing on data sources of all kind for professional use

- Audio, video, print media, newsletter, etc.

Secondary data research

- Search engine
- Wikipedia
- Business websites
- Workshops





How to use our guide

The key aspects of market research, process, and data resources recommendation.

Example



REAL ROBOTICS

Goal : 100% autonomous field Robots.

Objective :

- Marketing & Branding key elements -
 - Efficiency Meets Innovation
 - Discover Ultimate Convenience
- Competitor Analysis
- Market segmentation



Source: topas.tech

Website

- “A comprehensive framework to navigate through the outcomes of our market research efforts, providing clear insights for strategic decision-making.”
- Where you can access our guide:
 - With the *link*:
<https://pscmarketresearch17.github.io/marketresearch17.github.io/>
 - With the *QR code* ->



Recommendation

A comprehensive summary of survey result, including various data resource for professional use.

Online learning platforms

LinkedIn Learning

Udemy **SKILL SHARE.**

coursera

Video/audio platforms

YouTube **TED**

NEW SCHOLARS

buten un binnen



Conclusion, limitation, and feedback

What we have done, where we have limitation, and how to improve.

Conclusion

This is a guide for future student for market research tasks. As you start your research journey, remember these three important things:

- **Knowledge Helps:** Knowing your audience, trends, and competition.
- **Change is Okay:** The market changes a lot. Be ready to change your plans
- **Use Data Smartly:** Pay attention to data.



Limitation

- Limited range of survey distribution
- Sampling Bias
- Limited IT resources for website development
- Time Constraints
- Limited Content
- Lack of Visual Richness



Feedback

If you have any suggestions, thoughts, and feedback, please use the following link to tell us what you think.



Reference

1. https://en.wikipedia.org/wiki/Market_research
2. <https://topas.tech/referenzen/referenz/echte-robotik/>
3. <https://www.hubspot.com/>
4. <https://www.askattest.com/blog/guides/market-research-for-branding>
5. <https://onstrategyhq.com/resources/internal-and-external-analysis/>





Thank you for your attention!

Do you have any questions or feedback?