

Market Research

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User Group Profiles

Primary User Group – Teachers:

Demographics: Professors in universities teaching lecture halls and middle/high school teachers with larger classes. Generally about 30+ years old. Mostly designed for teachers that teach in a lecture style.

Pain Points:

- Can't tell when students are understanding the content during a lecture
- Lack of immediate feedback from students
- Struggle to know how quiet students are understanding
- Make assumptions about what students don't know and don't get told that they are wrong
- Low participation

Habits: Many go through an entire lecture and save questions/feedback until the end. Some use tools like Kahoot to check students' understanding of the content.

Secondary User Group – Students:

Demographics: Mostly 13-25 year old students. Targeting primarily students that struggle in lecture-based classes and quiet students who don't want to speak up when they are confused.

Pain Points:

- Reluctant to share feedback
- Fear of asking a "dumb" question
- Teachers moving too quickly
- Teachers ignoring confusion until the end of the lecture

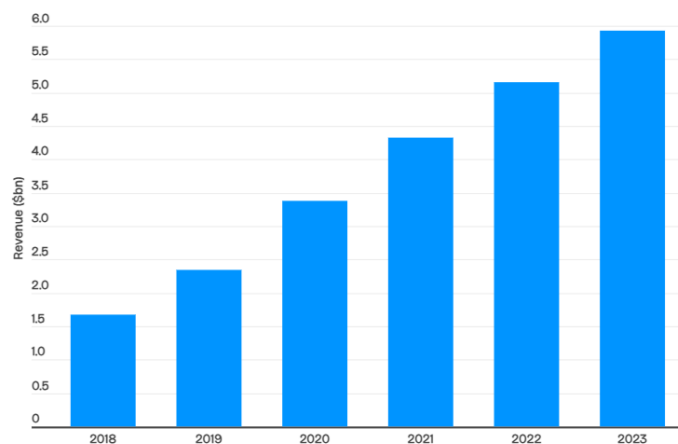
Habits: Carry phones and laptops and understand how to use technology at a basic enough level. Use or have used tools like Kahoot.

Market Size & Opportunity

Market Size:

- The edtech app market is large and growing, education apps generated \$5.93 billion in revenue in 2023 ([Source](#))
- The overall eLearning market is expected to reach about \$400 billion by 2026 ([Source](#))
- Wooclap, a similar app to this idea, has over 50 million learners using its app ([Source](#))
- Kahoot, another similar app, is used by over 8 million educators and hundreds of millions of students ([Source](#))

Education app market revenue 2016 to 2023 (\$bn)



Source: Business of Apps analysis

[Download Chart](#)

Business
of Apps

([Source](#))

Opportunity:

- Hybrid and remote classes make using apps to engage students more necessary
- Institutions are focused on improving student outcomes, and they want data to help improve learning
- Student demand for more interactive classes

Competitor Analysis

Competitor 1 – Kahoot!:

Features: K-12 teacher focus. Multiple choice, polls, and t/f questions. Integrates with PowerPoint and Google Slides. Designed for mobile compatibility.

Gaps: Requires heavy preparation before lectures, limited anonymity options, primarily for a younger audience.

Reviews: Users love its engaging and fun aesthetic and fun competition keeps students engaged. Some educators feel that Kahoot can get too gamified and take away from learning.

Competitor 2 – Wooclap:

Features: Higher education, corporate training focus. Polls, quizzes, word clouds, whiteboards, and open-ended questions. Integrates with PowerPoint and Google Slides. Many anonymity options. Some mobile compatibility.

Gaps: Lackluster mobile compatibility, a bit harder for new users to use.

Reviews: Users appreciate its integration with presentation tools. Some users have noted that while there are many features, it is somewhat difficult to learn how to use it.

Unique Value Proposition (UVP)

- Real-time comprehension tracking: While most similar apps test understanding after a lecture is over, real-time comprehension tracking allows teachers to assess this during the lecture, allowing them to clarify information sooner.
- Anonymous questions: Most similar apps only have teachers ask students questions, not the other way around, so this is an opportunity to allow students to get their questions answered when they need them to.
- Minimal preparation: For this app, you don't need to prepare questions ahead of time or insert slides into a slideshow, all you have to do is turn on the room and send out a link, making it quicker and easier for teachers to include in their lessons.

Generative AI Use

ChatGPT was used in this assignment to help find relevant data and to give a general outline of this assignment. I ensured it was accurate with my own research and by

prompting it to include links for where it gets any data, which I looked through myself to verify it. This response was just used as a reference for structure and for finding data on competitors and market size.

Prompt: You are a market researcher for a software company. You will perform market research for a real-time class feedback app where students can anonymously give questions and rate their understanding as a lecture goes on. You will ensure that your research is backed up with evidence, which you will link where applicable. Your 2-3 page market research report must include the following:

User Group Profile – Demographics, pain points habits

Market Size & Opportunity – Use data to show demand

Competitor Analysis – Compare 2-3 similar apps on features, gaps, and reviews

Unique Value Proposition (UVP) – Why yours stands out