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GreenBizz: Customer Surveys

After developing your project idea and designing a rough product data sheet, you and your group will conduct market surveys. The goal of these surveys is to pitch your idea to potential customers and get feedback about your product idea. After getting the feedback, your group will then analyze that information. Ultimately, you will use the information you obtain to support your argument that there is a need for your product and that there is a large demand for your product. The more demand for your product, the more money you will make. The more money you make, the more likely you will be funded.

Develop Survey Questions: Think about the type of information you would like to obtain to determine whether your product will sell. Develop questions that will help obtain that information.

Sample questions:

- Would you buy the _____? Why or Why not?
- Who else do you think would buy the _____? Why?
- Should we make changes to our product? What type?
- How much would people be willing to pay?

Conduct Survey: After developing the questions, you will then go out and conduct the surveys. Your group must stay together while surveying people. You should dress appropriately and act professionally when you approach people. Be polite, even faced with rudeness. If someone does not want to talk to you, it's okay.

Someone in the group should be taking notes. Those notes will be used later to document that there is a demand for the product as well as support your customer profile. The more notes you take, the easier it will be.

Things to include in your notes:

- Information about the person you are talking to. This will help you in determining your target customer. May include things such as:
 - Age
 - Gender
 - Race
 - Where do they live
 - Income level (if possible)
 - Interests/profession
- Notes on their responses to your questions about the product.

Summarize and Analyze Your Survey Results:

After the surveys are completed, your group will analyze the results and summarize them. Use specific details from the survey results to support your analysis. Think about the answers to these questions.

- Will your product be successful and why?
- What changes do you need to make to your product?
- Who do you think is your target customer will be?

Save these survey results. You will be using them for other parts of the business plan.