

Primary Research

Market / Consumer Survey / Questionnaire / Client

Suggestions:

Questionnaire / Survey

Using Microsoft Publisher design an A5 questionnaire (A4 folded) to find out the views of consumers that may influence your product design

Front cover – introduce yourself

Inside: 12 to 15 questions – closed / multi choice.

Find out what are the main things consumers prefer?

One final open question – any other comments.

Interview of Client

*Prepare interview questions and meet with your client.
Find out information concerning:*

- Function
- Form
- User needs
- Market
- Sustainability

Use Excel to present your results graphically – make sure you number them so the reader knows which graph goes with each question. It would be a better idea to write the actual question about it.

Conclude by stating important information you have found out which will influence your design.

Name:
Candidate Number:
Centre Number: 50709 Hayesfield Girls' School, Bath
Page No.