

MOBILE APP MARKETING PROJECT

Name: _____

Use the following sections as brainstorm guides for your new mobile app.

TARGET MARKET

Identify the target market for your product. Consider all four methods of segmentation that were discussed in Unit 2. COMPLETE:

Demographic	Geographic
Psychographic	Behavioral

WRITE A BRIEF DESCRIPTION OF YOUR TARGET MARKET. It should have good flow! This will be included in your presentation.

EXAMPLE:

This target market is made up of male and female dog owners ages 25 to 60, living all over the country. Many are settled into their career so they are living on a reliable income. Price is an important consideration in any purchase decision – they want to know they are getting their money's worth. This market wants a mobile app that offers trusted pet care, such as dog walking, dog sitting, and doggy day care. Members of this target market are active and exercise regularly, enjoy traveling, and are familiar with trends in technology.

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PRIMARY RESEARCH

To complete this section of the mobile app project, you must actually conduct primary research. You will need to create and administer a survey for your market to identify what is important to them in a mobile app.

1. Objective – What do you want to know?

2. Sample – You will need to have at least 25 people from your market complete your survey. If your target market is children, you will want to include some parents because they make the purchase decision.

3. Approach – To obtain the information that you need will you take a quantitative, qualitative approach, or combination? Why? Consider the information provided above.

PRIMARY RESEARCH

4. Research Method – Today you will create your questions. Tomorrow in class we will put the questions into an online format.

Type of Question – possible question styles. You need to identify which is best for your needs.

- Multiple Choice
- Likert- 'strongly agree' to 'strongly disagree'
- Importance- 'unimportant', 'important', etc.
- Rating- 'poor' through 'excellent'
- Ranking- '1-5' rank choices in order of value

Please use the space below and the back of this page to design your survey. All questions need to be written, as you will put them into your survey. Ensure ALL questions you ask are relevant to the problem you are trying to solve. Keep in mind who is in your market when wording your questions.

SECONDARY RESEARCH

List three valuable pieces of information that you discovered in secondary research. Explain how this information will help you determine the needs and wants of your target market.

1. _____

2. _____

3. _____

COMPETITION

Identify three mobile apps that are already on the market in the same category as yours. What are their key benefits and features?

1. Mobile app: _____
Key benefits/features: _____

2. Mobile app: _____
Key benefits/features: _____

3. Mobile app: _____
Key benefits/features: _____

