

STAGE A, DESIGN - Session 6: The Design Process

Extension 6: Market Research

OBJECTIVE: Conduct market research to help inform design decisions.

Use MARKET RESEARCH SURVEY to learn more about which designs your potential customers would want to buy. Ask 10 or more people to answer the questions about their preferences.

Organize your responses in a graph or a chart to see what most of your customers like. Use these results to make design decisions during this stage of your business.