



MARKET RESEARCH

BY CHARLOTTE FISHER, LOIS PONSFORD AND SAMANTHA HANCOCK

The following information is based on the results from 92 responses via survey monkey. The surveys were shared via social media as these would be our main advertising platforms. All information can be viewed at: <https://www.surveymonkey.com/results/SM-2C6THGSBV/>

Appendix 1

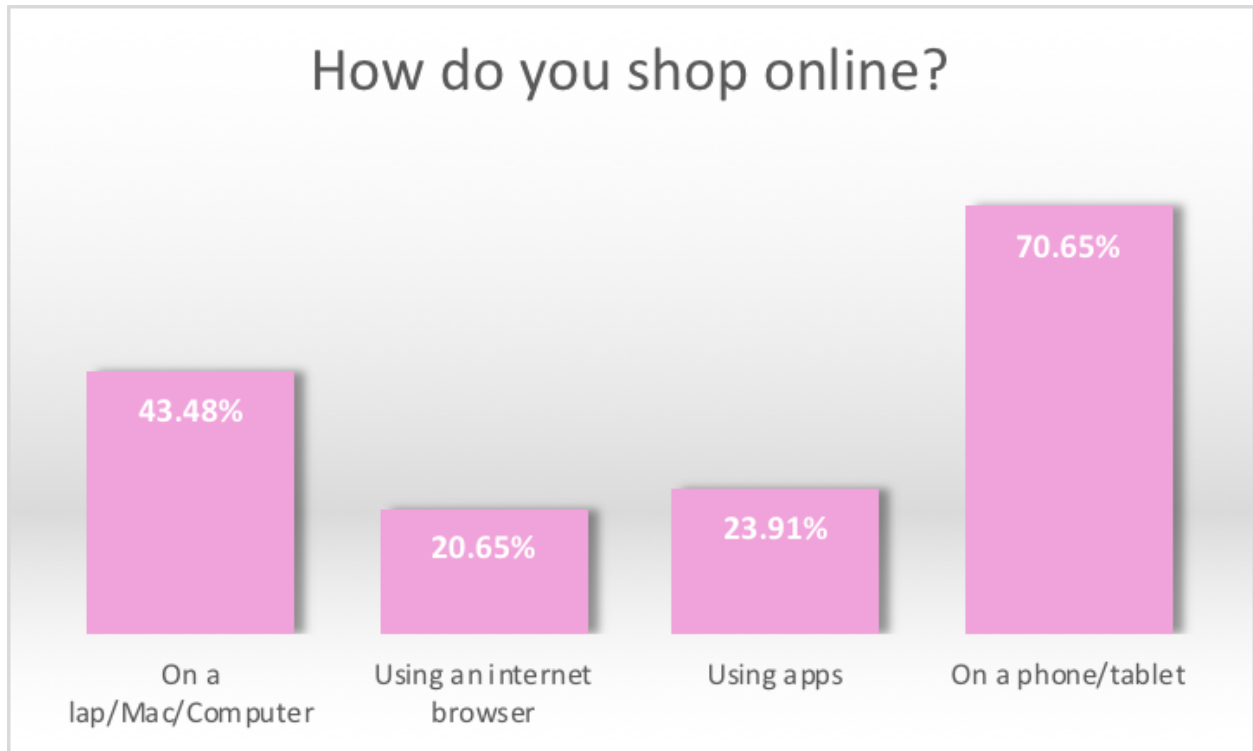


- - - - X

Summary

We found that most people shop online at least once a month. Females between the ages of 18 and 30 were found to shop online the most often, and males over age of 40 the least.

Appendix 2

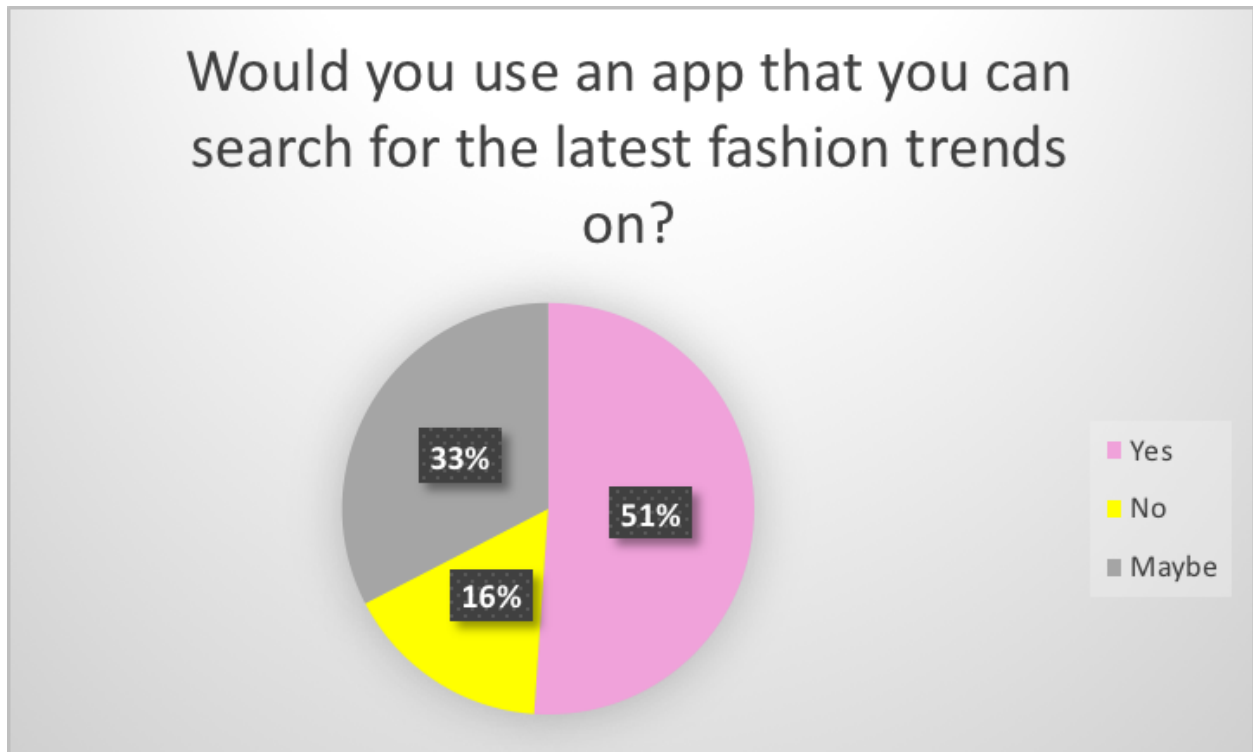


- - - - X

Summary

We found that most people shop online using a phone or tablet and on apps rather than using an internet browser.

Appendix 3

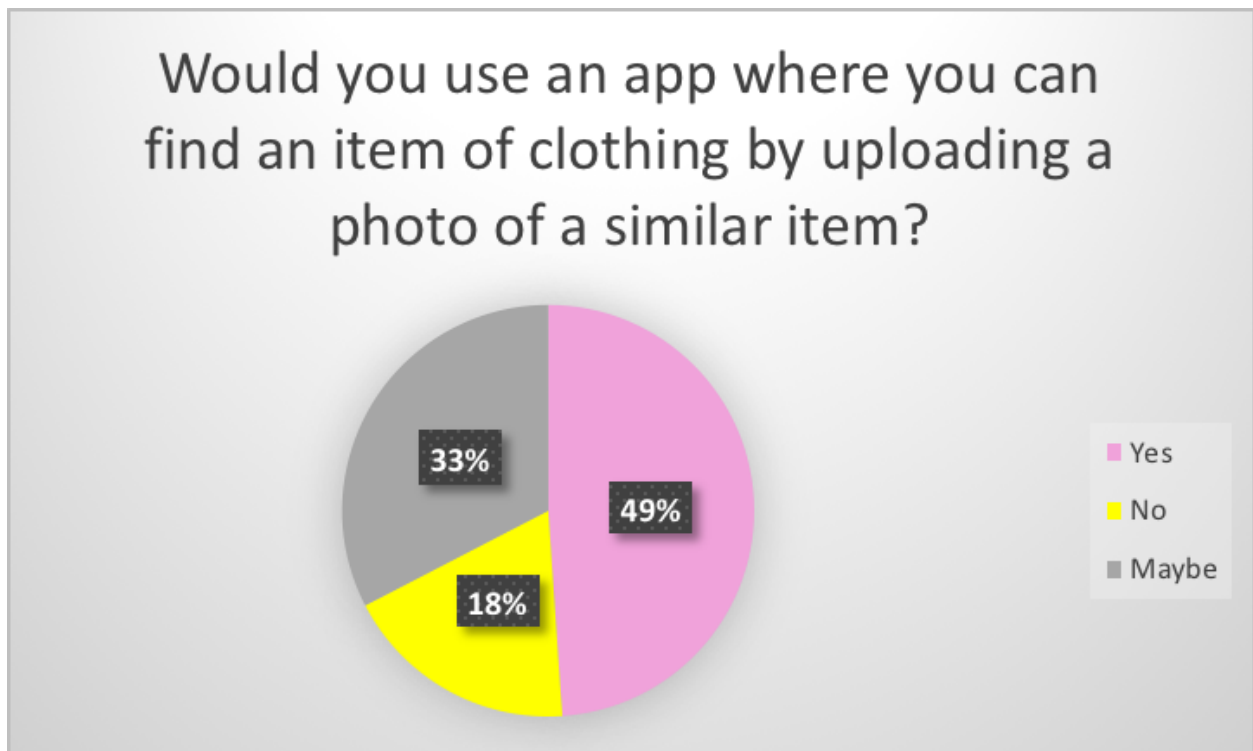


- - - - x

Summary

As you can see, we found that 51% would use our app and would find it beneficial.

Appendix 4



- - - - x

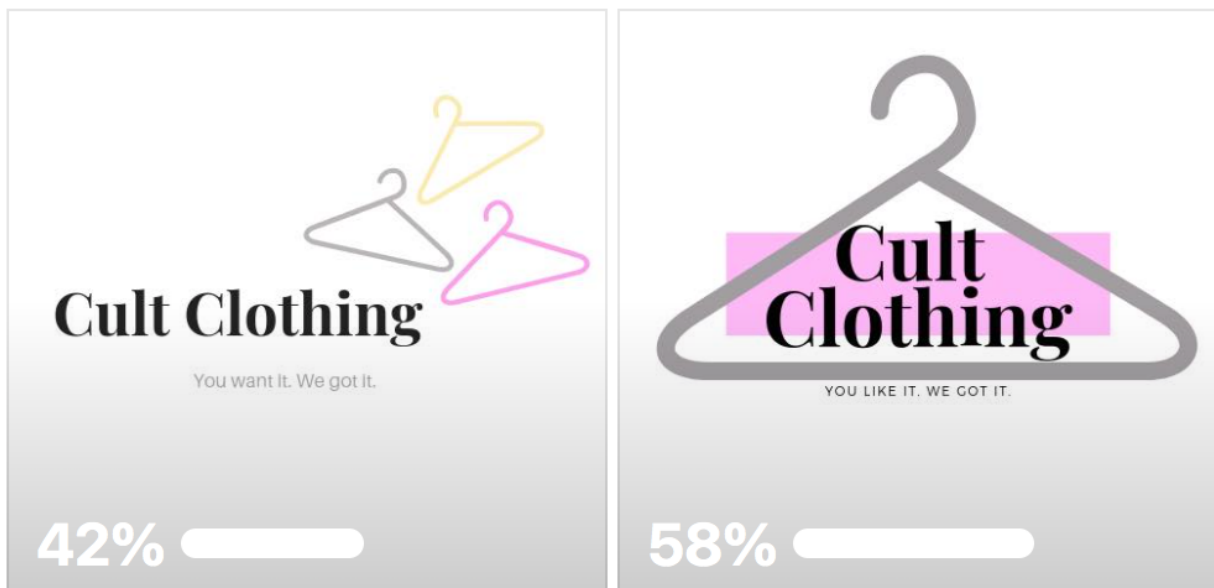
Summary

49% said that they would use our app based on the idea that they could search via a photo that they upload themselves.

The following information is from a poll taken on facebook to see which logo is preferred. We used facebook as this would be one of our main advertising platforms and therefore wanted to see what would work best for our audience.

Appendix 5

Please help in our market research as to which logo works best!



option 1

option 2

This poll has ended.

36 Votes

- - - - x

Summary

We posted two different logos, with two slightly different slogans to see which was the most effective. As the second of the two was most preferred this is the one we are going to go with other than a few adjustments., keeping the pink, grey and black colour scheme.