

Accelerated Excellence Program

Market research template for AEP exercise

Question from exercise	Formulate your question(s)	Capture response
Identify who you are interviewing (eg female, student, <25).	(eg) What is your age?	
Ask if they have the problem you are trying to solve?		
Ask how they currently solve it - and is the solution good enough?		
What is wrong with the current solution (and right)?		
Would you buy a better solution?		
What might that look like?		
We have designed XYZ - what do you think about it?		
Would you buy it - what would it be worth?		
Who else can I talk to?		