

Market Research Goals & Planning Template

Notes

1 Break down large goals into smaller objectives. For instance, if you are planning a new range;

"Identify a gap in the market or a problem I can solve"

"Explore popular styles and trends to inform my designs"

"Create a storytelling concept that speaks to my customer"

"Decide on appropriate price points" ... and so on

2 Create a template for each of your specific goals, so you can consider in some depth exactly what information you need for each.

Some goals will need to be split down further to cover different formats or subjects. To take an example from above, the storytelling goal might need one report looking at customers and another examining how other brands have approached storytelling.

3 It may help to phrase each objective as a question. So the storytelling goal could be "what kind of storytelling concept will my customer respond to?"

You can then consider what else you need to know to answer this. For instance; "how does my customer live? What are their values? What are their hobbies and interests? How do they like to feel? What other brands do they respond to?"

This also helps with identifying your subjects; it's clear from the above that some of these answers will come from examining your customer and others from competitor research.

4 These detailed questions become your research points - for example: lifestyle / values / interests / emotion

@jewellerystorytelling

Market Research

Objective

Key Question

Detail Questions

Research Points (Headings)

Format

Subjects

@jewellerystorytelling

Market Research

Example

Objective

Create a storytelling concept for the new range

Key Question

What storytelling concepts will my customers respond to most?

Detail Questions

How does my customer spend their free time? What is important to my customer?
What are their interests and hobbies?
How do they like to feel? What makes my customer feel good/excited/emotional?
Who does my customer shop for (themselves, family, friends)? What social media
platforms do they connect with brands on?

Research Points (Headings)

Lifestyle - Interests - Passions - Feelings
Shopping Habits - Social Media Habits

Format

Written report

Subjects

Customers

@jewellerystorytelling