Topic 9 – Innovation and markets

**Use your own words where possible**

**9.4 Market research**

What is the main purpose of market research?

What are examples of creativity tools?

Describe what a technophile is.

Explain what a technocautious individual is.

What do technophobes believe?

Which category do you think you fall into and why?

What are eco-warriors?

What are eco-champions?

What are eco-fans?

What are eco-phobes?

How has fashion recognized public feelings about green design?

What may market research, data collection and analysis by manufacturer’s involve?

What are the advantage of market research strategies?

What are the disadvantages of market research strategies?

Sketch and explain a diagram for user evaluation techniques and research based methods.

Sketch and describe a perceptual map.

What is the 3 part plan for searching and reviewing information?