

Soap Box Project Marketing Analysis Survey

Name of Designer: _____

Name of Soap: _____

Rating Scale:				
1	2	3	4	5
Disagree		Average		Agree

1. The name of this soap would influence my purchase of this soap.
2. I would be willing to pay a little extra for this soap because of the graphics and design.
3. The quality of the graphic design gives me confidence in buying this soap.
4. On a store shelf, with other brands of soap, this name and design would attract my attention in a positive way.

Totals:

											Participant Signatures
Female under 18	Male under 18	Female in 20s	Male in 20s	Female over 40	Male over 40	Female age ____	Male age ____	Female age ____	Male age ____	Female age ____	Male age ____

How do you feel the following three words (adjectives, feeling words) describe this product:

1. _____
2. _____
3. _____

Totals:

Survey Instructions: Survey/interview ten people (6 groups plus 4 at-large). Let the potential customer hold the soap box while you ask and record the answers, then get their signatures as proof. You select 3 descriptive adjectives for the customer to rate as to how that word describes your package’s graphic design (example: fresh, clean, ...). Be very professional, try for accurate results, ask the people to be very honest, as if they would be purchasing this. Don’t try to influence their opinion, tell them it’s very important.

Summary: After you have surveyed ten different people and recorded the results, you are ready to tabulate the statistics. Total up the twenty vertical columns (totals in gray area). Then total up the seven horizontal rows (to the right). For your survey results/recommendations: does one (age or sex) group prefer your package over another group. Does your package show any outstanding characteristics over another area. How can you improve and make this soap box even more saleable/desirable. Be very specific - 100+ words.