

**Conducting Market Research Rubric**

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| Elements | Weight | 5 Points | 4 Points | 3 Points | 2 Points | 1-0 Points | Total |
| **Market Research Design** |  | The market research is effectively designed to provide evidence of the validity of the problem from the perspective of the user/consumer. The research seeks answers to all the following questions:   * What do you need to know? * What is the need or want? * What customers will be interested? * Is assumed target market correct? * Do products exist that solve the problem? * What competitors affect the solution? * What features are most important? * How much would people pay for a solution? * Is the problem definition adequate? | The market research is adequately designed to provide evidence of the validity of the problem from the perspective of the user/consumer. The research seeks answers to most of the questions listed to the left. | The market research may provide some evidence of the validity of the problem from the perspective of the user/consumer but lacks information. The research seeks answers to some of the questions listed to the left. | The market research is inadequately designed and provides little evidence as to the validity of the problem from the perspective of the user/consumer. The research seeks answers to few of the questions listed to the left. | Little or no evidence of market research. |  |
| **Market Research Plan** |  | The market research plan details an effective approach to the collection of useful and pertinent data. The plan includes specific details as to planned research methods, tools, target respondents, and administration. | The market research plan details an adequate approach to the collection of useful and pertinent data. The plan includes information as to planned research methods, tools, target respondents, and administration. | The market research plan indicates a method for the collection of data but will likely result in data that is marginally useful or not pertinent to the problem. The plan includes nonspecific (general) information as to planned research methods, tools, target respondents, and administration. | The market research plan is unclear and lacks details. | Little or no evidence of a market research plan. |  |
| **Market Research Tool** |  | The market research tool (survey or list of interview questions or scenario for observation) is well written. For interview or survey, all questions are brief, clear, appropriate and unbiased. The tool is carefully designed to solicit information important to the justification of the problem. | The market research tool (survey, list of interview questions, scenario for observation) is adequate. For interview or survey, the questions are mostly brief, clear, appropriate and unbiased. The tool is designed to solicit information to help justify the problem but may not address some important information. | The market research tool (survey, list of interview questions, scenario for observation) is presented but may be lacking thoughtful effort. For interview or survey, some questions are unclear, too long or complex, inappropriate and/or biased. The tool solicits some information not related to the justification of the problem. | The market research tool (survey, list of interview questions, scenario for observation) is presented but is poorly written. For interview or survey, many questions are unclear, too long or complex, inappropriate, and/or biased. The information solicited is mostly unrelated to the justification of the problem. | Little or no evidence of a research tool. |  |