

Group Project

by Helen Jones

Submission date: 31-Jul-2024 08:47PM (UTC+0100)

Submission ID: 238133422

File name: 50405_Helen_Jones_Group_Project_587710_835381380.docx (452.05K)

Word count: 2643

Character count: 14843



Prifysgol Cymru
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University of Wales
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Group Project (ACBA4014)

Mark Huntley

By Helen Jones (1450902)

August 1st, 2024

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Front Cover

Introduction including the background and justification of the project.

Main body:

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INTRODUCTION

The purpose of this report is to present the findings and outcomes of our group project on Market Research. Our group was tasked with selecting a project that would allow us to apply the knowledge and skills we acquired throughout our Digital Skills studies.

After much deliberation and brainstorming, we collectively decided on Market Research as we believed it would challenge us and provide us with valuable insight and learning experiences. Additionally, we chose this topic because of its relevance and importance today. Our main goal is to begin by conducting a study that primarily covers the Port Talbot residents. The primary goal of this study is to find out residents' unique demands in terms of businesses and services.

We plan to identify any existing gaps in the market and study potential prospects for the introduction of new services or enterprises that could contribute to improving the quality of life in Port Talbot. We first discussed the project idea and then brainstormed potential research questions. We decided to focus on gathering information about what amenities and services people would like to see in their local area, such as nail bars before creating a PowerPoint presentation to display our choices and intentions for the project. We researched the topic area and other apps are available for what we have chosen to create but are not as in-depth.

The website will be an excellent platform for locals to communicate what is needed and missing within the area. Additionally, it will be an asset for prospective business owners who intend to launch a new business, giving them access to data and insights about the most sought-after products on the market.

There will be surveys and questionnaires on the website in various areas. Residents can fill them out and share their thoughts about what they require. However, each completed survey or questionnaire will display the data gathered in a chart that will include the percentage of demand for each product or service. This will give business owners a clear and concise image of what the public requires.

In this report, we will provide a detailed overview of the project, including the methods and techniques we used, the results and outcomes of our project, and any recommendations for future research or implementation.

Market Research Report

Think about a place where businesses and services are right for each community's needs, where no individual feels isolated, and where everyone's opinion matters. This is the kind of place we are trying to make with our new project.

Definition of Market Research;

Marketing research is the function which links the consumer, customer, and public to the marketer through information – information used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance; and improve our understanding of marketing as a process. [1].

Team Roles.

Belbin asserts that *"One of the most extensively used design tools for groups is based on the group role preferences described"* [2]. Group role preferences are defined as group members' predispositions to adopt specific patterns of behaviour in interpersonal interactions. These stable individual differences can be configured in many ways within groups "Belbin".

"One of the major claims of Belbin's role theory is that balanced groups (in which all nine roles are present) perform better than unbalanced groups, in which existing roles duplicate each other "Belbin" [2]

The Seven Habits of "Highly Effective People", by "Stephen Covey," [3] is a self-help book encouraging people to become more effective in their personal and professional lives by focusing on principles such as personal responsibility goal setting, time management, communication skills, teamwork, and self-improvement, the seven habits are 1 Be proactive, 2 Begin with the end in mind, 3 Put first things first, 4 Think win-win, 5 Seek first to understand, then be understood, 6 Synergies, Sharpen the saw.

"The Swiss psychologist, Carl Jung believed that observation of the habitual exercise of individual choice, consistent with certain shared preferences, could help identify fundamental differences in people. "According to Jung, each person is born with a specific predisposition toward a particular preference." [4].

"Katherine Briggs and her daughter, Isabel Briggs Myers,[5], published a book entitled "The Myers-Briggs Type Indicator," (MBTI), which developed the personality model belonging to Jung. This new model was conceived in a form that made it more accessible to the public."

(E) Extraversion vs. (I) Introversion (S) Sensing vs. (N) Intuition (T) Thinking vs. (F) Feeling (J) Judging vs. (P) Perception

We each took the test online to find our learning skills and to help place individuals in the right positions to support the team. My score was Team Player 22%, Chair Person 17% Explorer 11%, Innovator 11%, Analyst 11%, Completer 8%, Expert 8%, Driver 6% and Executive 8%. As described by "Belbin", The Team Player is caring, avoids conflict, likes to help others, and is agreeable and friendly. [6]

We are a hardworking and varied team, each of us bringing different skills and views. Our team has five members.

- Gabi, our Project Manager and Specialist, who ensures that our project stays on track and meets all its objectives.
- Helen, our Shaper, and Implementer, melds our ideas into actionable plans and ensures they are executed efficiently.
- Silviu and Kath, our Resource Investigators and Plants, are responsible for gathering necessary resources and fostering innovative ideas for our project.
- And lastly, Viola, our Monitor Evaluator and Completer Finisher, ensures that every detail is scrutinized, and every task is completed to the highest standard.

PowerPoints Presentation, <https://loop.cloud.microsoft/p/> The link demonstrating our project [7]

Methodology

Surveys and questionnaires are research tools used to collect data from a group of people. The questionnaire could have been delivered in several ways, including in person, over the phone, or online. The method chosen often depends on the target audience and the nature of the information gathered.

By using a combination of open and closed questions, on Facebook and WhatsApp a wider range of data could be gathered, from detailed personal insights to broad statistical trends. This can help us gain a comprehensive understanding of the subject we are studying.

Surveys and questionnaires are very traditional ways of researching to gather attitudes and behaviours intervention and control groups are not very practical. Surveys take many forms a large survey is a census. However usual surveys are restricted to a sample of the group. This is due to cost-effectiveness and practical ways of finding out what people think and want. As started by Nigel Mathers, Nick Fox, and Amanda Hunn. [8]

[Market Marketing Research \(google.com\)](#) This is the link to the questionnaire we created on Loop. [9]

Scheduling.

Most often the schedule is presented in the form of a Gantt Chart, where you can see such bars - what should happen when and for some time, but it can also be done in tabular form. It synchronises the activities of many people and assists in the control of how the work progresses. Being able to quickly notice problems such as scope creep as it is a living communication tool. Monday.com was accessed and Excel was looked at before Miro.com was utilised.

Analysing the data

We intend to use statistical methods to analyse the data we collect. This can help us identify patterns and trends, and compare, or test hypotheses.

Once the data has been assigned a numerical code, it needs to be entered into the computer software that you will be using for data analysis. As it would be impossible to do by hand. [10]

Overall, our group had a productive discussion on our market research project and produced a clear plan for moving forward with creating our website. We are excited to see our skills in data analysis and gain valuable insight for future design projects. what insights and feedback we receive from our research and how we can use this information to make positive changes in the local area.

We also think that our findings will do more than just help individuals to start up, the findings also can help existing businesses to adjust and be aware of people's needs and new shifts in trends. We are hoping that our project can help the local economy grow and develop, and could lead to more jobs, better services, and a better quality of life in the area.

Our project is a mix of studying the market, talking to the public, and helping entrepreneurs. We are excited about how our project could help people on their journey to start a business and make local communities more economically strong.

Creating a website. [Surveys | My Site 4 \(ciubagabriela83.wixsite.com\)](#) [11]

For the final part of the project, we will be creating a website from scratch. This will involve developing a concept, designing the layout, choosing appropriate visuals, and writing compelling content. We will also learn how to use website-building tools, WordPress or Wix, and explore best practices in website optimisation. By completing this group project, we hope to improve our skills in web- design, to have a better understanding of how to create an effective online presence. Creating a website that displays the public preference for services in the local area can support businesses in providing the right support for the area.

The 2020 Public Services Trust strongly believes in a future shaped democratically through inclusive public debate, asking what people value for themselves, their families, and the society they live in. The Trust has tried to build its work around democratic principles, making citizen engagement a central element of everything it does. Paul Buddery, Henry Kippin.[12]

Project planning

This was developed in Loop, [8] to plan the project timeline with milestones for task completion and conduct research collaborating with the group members such as the project manager researcher.

Implement the project plan according to the timeline assign tasks to team members monitor the progress and communicate regularly to ensure the project stays on track.

Most often the schedule is presented in the form of a Gantt Chart, where you can see such bars - what should happen when and for some time, but it can also be done in tabular form. A calendar was first created on Monday.com to continue using this website would have incurred a charge and the project manager decided on a Gantt chart. To create a chart Excel and Google documents were viewed before a Gantt chart was created on Miro.com as this was to use. On the sharing of the Gantt chart, the work became smaller and unable to be viewed. The idea behind using a Gantt chart is to synchronise the activities of many people and it allows the progress to be controlled and also to notice problems as it is a living communication tool.

The questionnaire was analysed and collated a PowerPoint presentation was then created of the project from beginning to end.

Evaluation.

The project was a challenge from the beginning to the end due to time constraints, and team members falling ill with one member spending time in the hospital. More research is required around project planning to better understand the planning process. Critical Chain Project Management (CCPM) is a TOC tool used for planning and project management. It can be used both in one-project and multi-project structures where resources are being used in several projects simultaneously. The elimination of the existing behavioural standards that are harmful to achieving the objectives of the project (finishing the job at the last moment, unreasonable delays to use maximum available time).

Results [8]

Enter your age(select):

17

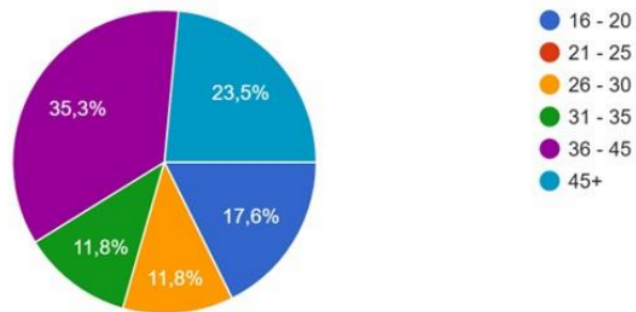


Figure 1

Place of living (enter):

17

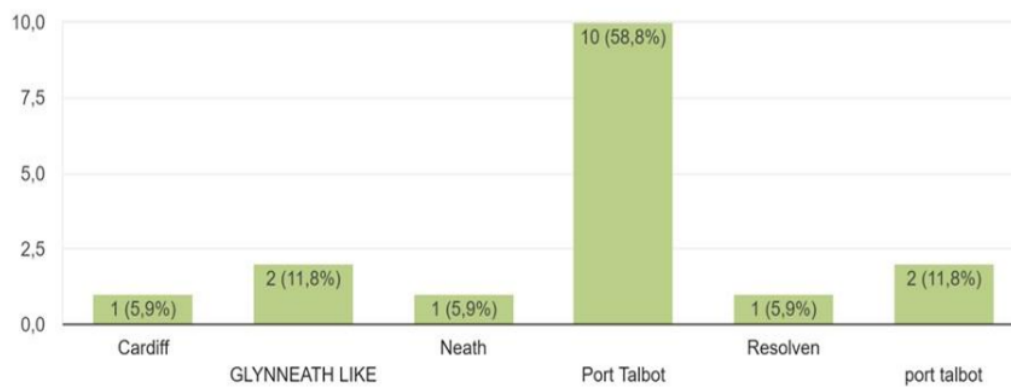


Figure 2

What do you miss most in your area services/products? (enter):

17

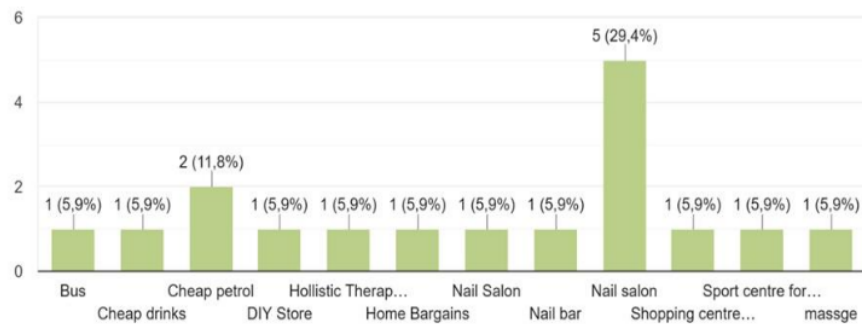


Figure 3

Have you used/buy this type of service/product so far? (select):

17

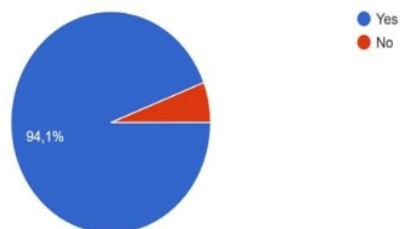


Figure 4

If Yes, what is most important to you when choosing it? (select):

17

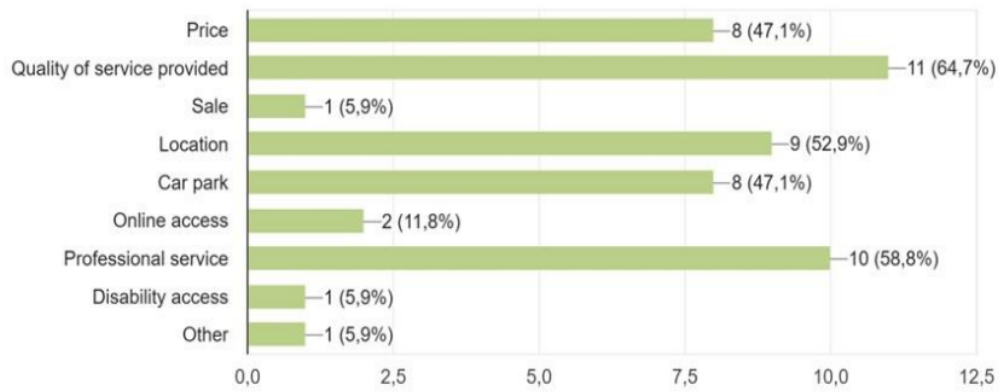


Figure 5

How often would you use/buy this type of service/product (select):

17

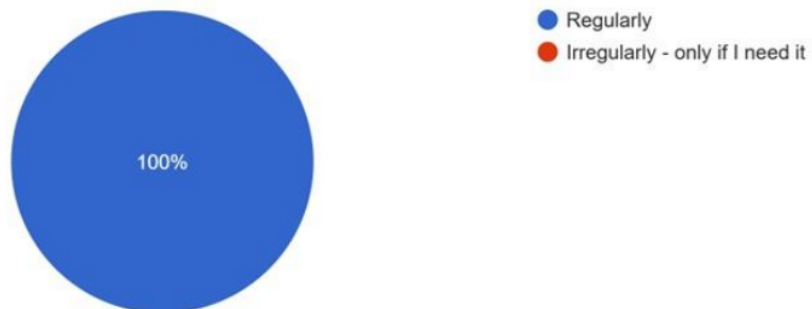


Figure 6

Do you prefer it (select):

17

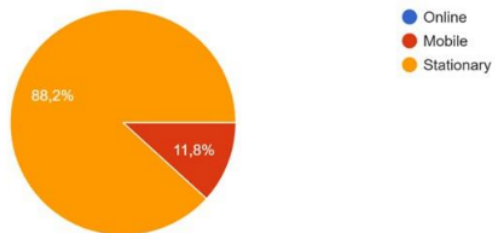


Figure 7

If stationary how are you able to travel? (select):

17

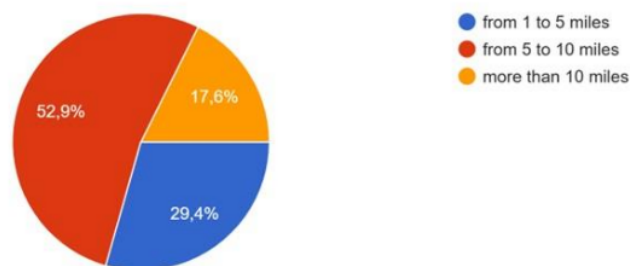


Figure 8

What opening days do you prefer? (you can choose several):

17

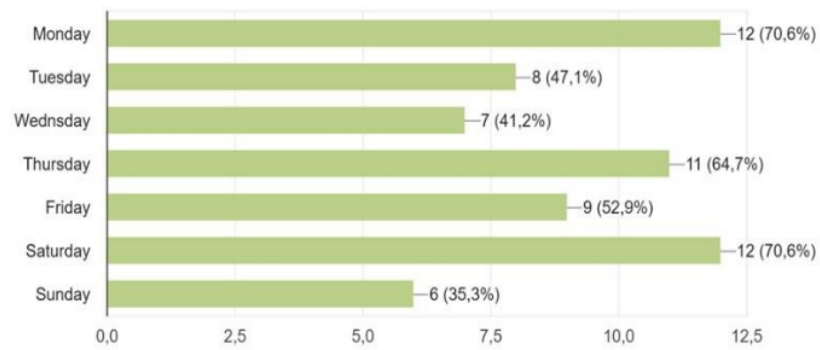


Figure 9

What hours of the days would you prefer for your chosen service?

17

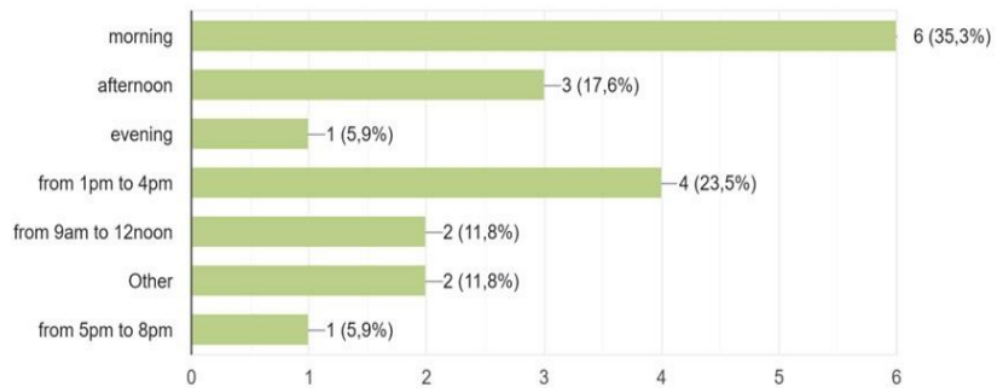


Figure 10

Risks

Common risks associated with this specific idea:

If users do not actively participate or contribute their preferences, the website will not provide valuable insights. Due to possible cultural differences or religious beliefs, the questions may be answered differently. It could lead to the question being misunderstood and there is no way of receiving clarity, from the interviewer. Not everyone has access to a computer and may not be capable of using technology. There may be language barriers or disabilities. The customer may feel that the questions are limited and are not able to express their views. If the questionnaire contains too many questions or is difficult to understand the customer may not read the questions properly and rush the response. This could result in the loss of qualitative and quantitative responses that could have been used to create a customer retention strategy. [14]

Having team members unwell has led to a lack of communication and coordination within the group. When the team members were sick, they were unable to attend group meetings or communicate effectively with other team members. This has resulted in miscommunication, misunderstandings, with a lack of clarity on the project goals and tasks. As a result, the project did not progress as smoothly or efficiently as planned.

Having team members unwell affected team morale and motivation, leaving others feeling overwhelmed and stressed. This led to a decrease in motivation and engagement, affecting the overall performance and success of the project.

CONCLUSION

We began a group effort to interact with Port Talbot residents and examine their responses. What businesses or services are needed places is what we want to find out. We are confident that our diverse skills and diligence will produce insightful data and quality outcomes.

We have come a long way with our project so far. We now have a firm grasp of the goals and scope of the project. Additionally, we have effectively determined and delegated the essential duties within our team, bearing in mind that these positions are adaptable and could alter as the project progresses. But our work as a team is not completed yet. There are still many things we need to do, such as creating and allocating tasks, creating the website, putting data analysis tools into place, and releasing and advertising the product.

Through this group project, we aim to enhance our digital skills in various areas and work collaboratively to achieve our goals. completing tasks related to website design, social media marketing, graphic design, and data analysis, we hope to improve our ability and become more proficient in the digital landscape. We look forward to learning from each other's experiences and supporting each other in our digital skills development.

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Group Project

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

77 /100

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
Good amount of references in bibliography and good range of literature. IEEE standards mostly upheld, however Journals would have been better listed as such rather than online. Reference numbered through the text in a correct manner showing literature engagement. It would have been better to have seen a clear literature review for this task though.	10	8
2. Knowledge and Understanding Skills		
A clear understanding of market research shown. A clear understanding of team roles and performance demonstrated and referenced well to back up points made. Also good use of citation. Good understanding and analysis of risks.	20	18

What are the strategies for mitigating these though?		
3. Cognitive and Intellectual Skills		
Good understanding shown, and evaluation of the team operation. Slight repetition in scheduling and project planning. Avoiding this may have kept the word count down. Good understanding and analysis of risks. What are the strategies for mitigating these though?	20	12
4. Practical Application Skills		
Nicely presented report. Included cover page with name, student number and module title. And figures especially for the data collected.	10	7
5. Transferable Skills for Life and Professional Practice		
Nicely presented report. Included cover page with name, student number and module title. And figures especially for the data collected. Table of contents could have included page numbers, but clear layout shown. Well laid out report with good headings and sub headings defining sections. Third person terminology would have been preferential over first	40	34

person use of 'we' and 'our'. A well written introduction gives context to the work. Nicely written conclusion and generally a good flow to the report.		
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79 x 60% = 47.4%

Combined Presentations

- Well designed and visually appealing and engaging presentation slides.
- Clear brand and theme carried throughout the slides showing good consistency.
- Well presented slides, visually eye-catching and good number of points clearly made on each slide.
- An agenda to what would have been in the presentation would have been advantageous in both presentations.
- Clear conclusion to first presentation, could have been done on the second.
- Good to see choices introduced and justified throughout the presentations.
- Good idea, laid out well with a good plan and roadmap.
- The speakers reading was a slight disadvantage, and would have been better if the presentation had been memorised and eye contact kept throughout.
- Time left for questions and the questions presented were handled well demonstrating good knowledge of the subject.

• **75 x 40% = 30%**

Overall 77.4%

