

Report

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MARKET RESEARCH WEBSITE PROJECT REPORT

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CONTENTS

<i>Market Research Website Project Report</i>	2
1. Introduction	2
2. Significance of the Project	2
3. Importance of Teamwork and Collaborative Tools	3
4. Objectives:	4
5. Justification:	4
6. Methodology	4
7. Challenges we overcome during the group project.	7
8. Conclusion	7
References:	8

MARKET RESEARCH WEBSITE PROJECT REPORT

1. INTRODUCTION

Our project had a clear mission: to bridge the gap between market research and community needs by creating a personalized website that was tailored specifically to our local community. In an ever-changing business world, one-size-fits-all approaches are no longer enough. Our project recognized this gap in market research. We set out to build a website that would truly resonate with our target community. Inspired by Belbin's team role theory, we embraced collaboration. Our diverse team used collaborative tools to communicate seamlessly. Methodologically, we followed Agile principles, conducting surveys tailored to our local community. Quick planning sessions kept us agile and responsive. We stuck to the project lifecycle from start to finish. Quality, risk management, and stakeholder alignment were our guiding stars. Our work on the website wasn't just about data—it was about empowering entrepreneurs, and small businesses and growing our community.

2. SIGNIFICANCE OF THE PROJECT

- **Addressing a Gap in Market Research:**

Our project aimed to fill a significant gap in the market landscape. While existing analytics tools meticulously analyse customer behaviour and monitor social media trends, they often miss the nuances of preferences specific to local communities. Our idea was a carefully crafted website to collect and highlight what people in a particular area need or want.

Collecting this localized data could enable companies to refine their offerings—tailoring products and services to the unique needs of a given community. In addition, our platform would foster active engagement, cultivating a sense of belonging and shared purpose. Aggregated preference data could become a strategic asset—a valuable resource for potential partnerships and highly targeted advertising campaigns.

In the Journal Article “A Local Learning Market to Explore Innovation Platforms” the authors delved into the Local Learning Market; an innovative platform tailored to support early-stage businesses, by combining institutional needs with startup supply chains, the platform creates an environment conducive to learning and growth. Institutions, with their expertise, provide a supportive backdrop for entrepreneurial ventures. Given the fierce competition startups face from corporate giants, exploring similar platforms becomes crucial. Such platforms, if designed well, promise to drive sustainable business models across sectors[1]

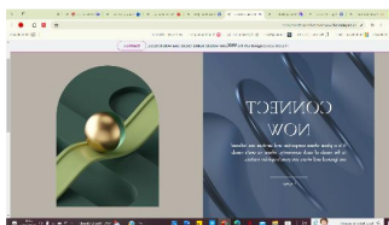


Figure 1



Figure 2

3. IMPORTANCE OF TEAMWORK AND COLLABORATIVE TOOLS

Team Synergy:

At the beginning of our project, we delved into Belbin's theory of team roles. This theory helped us assess the various roles each team member could fulfill. Considering that each role has its strengths and weaknesses, we strategically allocated tasks based on this understanding. The Belbin test was developed after nine years of research by Meredith Belbin in 1981. and has become one of the most accessible and widely used tools supporting team building. Team roles are designed to define and predict the potential success of management teams, recognizing that the strongest teams have diverse characters and personality types.[2]

We ensured seamless communication among team members by leveraging various applications throughout the project. With unrestricted access to Microsoft Office tools, we efficiently managed tasks, created schedules, and collaborated using platforms like Loop and WhatsApp. Technology innovations, including collaborative and social media tools, play a crucial role in enhancing communication and supporting development efforts within project teams. These tools facilitate effective information sharing and coordination among team members.[3]

- **Collaborative Tools:**

- **Loop:** Real-time chat for quick updates and information sharing.
- **Calendar:** Scheduling meetings, milestones, and deadlines.
- **WhatsApp:** Informal communication and file sharing.

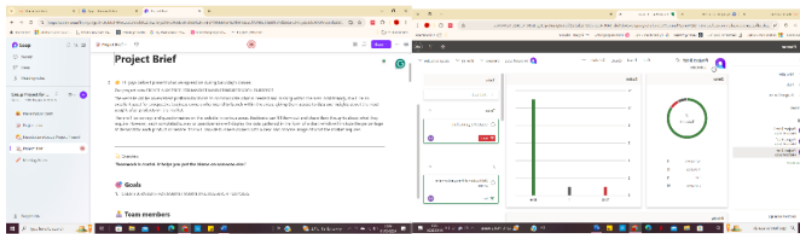


Figure 3

Figure 4

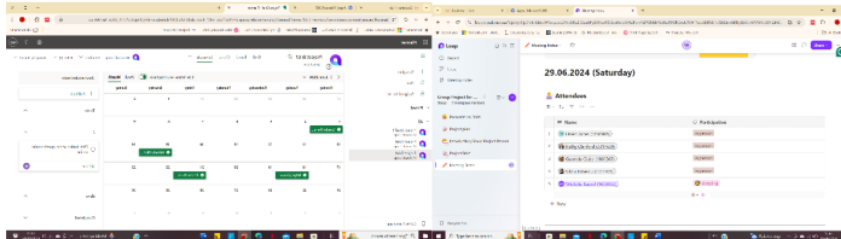


Figure 5

Figure 6

4. OBJECTIVES:

- **Collect Local Preference Data:** Create a platform that gathers and aggregates people's preferences for local businesses and services. This data will serve as a valuable resource for entrepreneurs, businesses, and service providers.
- **Empower Aspiring Entrepreneurs:** Provide aspiring entrepreneurs with insights into market gaps and potential business opportunities specific to their local areas. Empower them to make informed decisions when starting or expanding their ventures.
- **Build a Business Community:** Foster a strong business community by encouraging user engagement. The platform could facilitate networking, collaboration, and knowledge sharing among entrepreneurs and service providers.

5. JUSTIFICATION:

- **Addressing a Gap:** Our platform fills a gap by gathering data on local preferences that existing analytics tools tend to miss while concentrating on customer behaviour and social media monitoring.
- **Customization for Businesses:** Businesses can tailor their offerings based on local preferences, leading to better customer satisfaction and increased revenue.
- **Partnerships and Advertising:** Aggregated preference data can attract potential partners and advertisers who seek targeted marketing opportunities.

6. METHODOLOGY

Market Research

We tailored our surveys for the local community by creating unique questions that engaged diverse perspectives. Focusing on this specific demographic, we recognized surveys as cost-effective tools for immediate feedback. Swift analysis using statistical software allowed us to track progress and evaluate marketing efforts. By starting with baseline data, setting objectives, and adapting plans based on feedback, we continuously monitored customer preferences. Leveraging surveys streamlined our investigative process, providing cost-effective insights beyond social media or customer feedback. This approach empowers businesses to enhance the overall customer experience.

Surveys and questionnaires are tools that allow you to collect data from a group of people for research purposes. They can be conducted in a variety of ways: in person, by phone, or online. Survey questions can be open-ended (allowing for extensive answers) or closed-ended (requiring a choice from ready-made options). They can provide a variety of information, from detailed personal observations to general statistical trends. They are an important tool that helps you understand the topic being studied.[4]

Questionnaires are tools that market researchers use to collect information from respondents. They are like standard forms in which facts, comments, and opinions can be recorded. They can be used to obtain accurate data and also to organize information, making it easier to analyse. [5]

Agile and Scrum

Our approach follows Agile principles, emphasizing adaptability, communication, and the use of appropriate tools. Aligned with Scrum, we held short sprint planning sessions, prioritized teamwork, and fostered supportive leadership. Each sprint had specific goals and short-term strategies. Regular communication helped us address obstacles promptly, and quick decision-making allowed adjustments as needed.

Agile principles, originally developed for software development, have gained prominence for their ability to promote flexibility, adaptability, and continuous improvement. In the face of challenges such as technological advances, changing customer needs, and market shifts, organizations must consider these factors to remain competitive. Choosing an Agile methodology allows organizations to adapt to temporary business requirements rather than rigid, planned frameworks. The IT industry is increasingly adopting Agile practices, benefiting from more efficient collaboration and better customer experiences. Agile methodologies, including SCRUM, emerged because of the need for flexibility, speed, and innovation in the face of rapid technological change and changing market needs. Traditional methods proved insufficient, leading companies to adopt more adaptive solutions. SCRUM, a key part of Agile, which uses a cycle of improvements to deal with IT product development, effectively manages software projects in organizations. [6], [7], [8]



[agile scrum - Image Creator from Microsoft Designer \(bing.com\)](#)

Project live cycle

"A project life cycle is a "series of phases that a project passes through from its start to its completion." A project phase is "a collection of logically related project activities that culminates in the completion of one or more deliverables." A life cycle provides a basic framework for managing a project, and the phases of the chosen life cycle do not change based on the specific project work required."[9]

In the Project Initiation phase, we delved into Belbin's theory of team roles. This theory helped us analyse the various roles we could play within our team. Recognizing that each role has distinct strengths and weaknesses, we strategically allocated tasks based on this knowledge. This initial exploration set the stage for effective collaboration and task distribution

In the Project Planning stage, we meticulously defined the project's steps and created a draft plan. Simultaneously, we established efficient communication channels among team members and carefully selected collaboration tools. With everyone actively engaged in their assigned tasks, we set the groundwork for a successful project

During the Project Execution stage, our team actively engaged in the assigned tasks. We:

- Created a Project Initiation Document (PID) to formalize project details.
- Initiated research to gather relevant information.
- Designed and distributed questionnaires to collect valuable insights.
- Developed a project website to showcase our work.
- Gathered questionnaire outcomes and seamlessly integrated them into our website.
- Finally, we prepared the comprehensive Final Project Presentation.

During the Project Monitoring & Controlling phase, we closely monitored our progress during each sprint, planned short-term goals, communicated regularly, and made effective decisions. Our leader's swift and informed choices allowed us to adapt and adjust plans as needed, ensuring project alignment and responsiveness.

As part of the Project Closure, we selected the Wix platform for our website due to its user-friendly website builder, lack of coding requirements, and extensive library of customizable templates. Leveraging our experience with Wix, we created a site that aligned with our market research goals and budget. Looking ahead, we plan to monitor and enhance our website using Google Analytics. The "Audience flow" report will help us analyse user traffic, identify popular paths, and address any weak elements, ensuring ongoing improvement.

7. CHALLENGES WE OVERCOME DURING THE GROUP PROJECT.

- **Time Constraints:** Despite tight deadlines, we optimized our workflow. Our constant communication and collaboration helped us prioritize tasks and allocate time effectively. By breaking down complex deliverables into smaller chunks, we maintained steady progress.
- **Health Issues:** When a team member faced health challenges, we rallied together. We redistributed tasks, provided support, and adjusted timelines. Our empathy and flexibility ensured that no one felt overwhelmed.
- **Knowledge Gaps:** Initially, some team members lacked expertise in certain areas. Instead of viewing this as a setback, we turned it into an opportunity. We organized knowledge-sharing resources, swapped team members with complementary skills, and encouraged continuous learning.

Despite facing time constraints, team members' health issues, and initial knowledge gaps, we persevered and managed to cover all necessary tasks, completing the project.

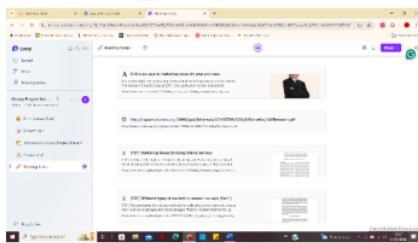


Figure 7

8. CONCLUSION

In summary, our project sought to bridge a market gap by developing a specialized market research website tailored to the unique requirements of a specific community. The aggregation of preference data emerged as a strategic asset, providing insights for potential partnerships and targeted advertising endeavours. Our team placed significant emphasis on collaboration, drawing inspiration from Belbin's team roles theory to optimize our collective performance. Methodologically, we conducted tailored surveys within the local community, adhering to Agile principles with short sprint planning sessions and supportive leadership. Throughout the project's lifecycle, we maintained a steadfast commitment to quality and adherence to established processes.

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Report

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

78/100

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
Good bibliography, reasonable number of references and good range of literature. References numbered correctly through the text backs up points made and shows understanding of literature. Bibliography presented to IEEE standards. Whilst references show that literature has been reviewed and demonstrates a good understanding of the literature, a clear section for literature review would have been advantageous.	10	7
2. Knowledge and Understanding Skills		
Good understanding of team roles and team performance demonstrated. A good understanding of the market research feeding into the project demonstrated. A good	20	17

understanding of the Agile process demonstrated.		
3. Cognitive and Intellectual Skills		
A little more explanation of objectives would have been beneficial, also an aim of the project that the objectives feed into. Understanding of project lifecycle shown and how the team played into that, demonstrating the review of the team performance through the lifecycle. Good understanding of constraints, a little more risk analysis would have been desirable.	2 0	1 4
4. Practical Application Skills		
Very well presented with an attractive cover page, comprehensive table of contents and clear titles and good figures clarifying points. Very well laid out report shows clear sections with defined headings and sub-headings. Good use of images to show the project work. Although captioned with figure numbers, an explanation to what they are would have been better.	1 0	8
5. Transferable Skills for Life and Professional Practice		
Very well presented with an attractive cover page,		3 5

comprehensive table of contents and clear titles and good figures clarifying points. Very well laid out report shows clear sections with defined headings and sub-headings. Well written conclusion summarising the project very well. Using third person terminology as opposed to the first person 'we' would have been desirable. All in all a well written report. Well written introduction introduces the topic well. A little more context given to the project to start would have been beneficial.	40	
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81 x 60% = 48.6%

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 78.6%

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9
