

IST344 INFORMATION REPORTING AND PRESENTATION – KINGMA

Data Analytics: Charts for Customer Discovery

As a team, you will pick a business idea, nonprofit venture, or government service to pitch. Be creative, bold, and imaginative. The idea does not have to be realistic. **Your target market is university students.**

Create five or more “customer discovery” questions about your idea. Make certain these are not questions with binary answers—yes/no—but questions that lead to creating data for charts. For example, do not ask, “Would you pay an extra \$1 a month for this service?” where the answer is simply yes or no. Instead ask, “How much extra per month would you pay for this service?” where the answer can be any number. Or ask, “How much time do you currently spend on our app per day?” or “How many times a month would you use this service?” Think of questions that explore whether customers will spend more time or money on the new product or service, or have a preference on color, size, or other options.

Ask at least 150 people these questions. You can create an online survey for this but make certain there is sufficient time to collect the data. Collect demographic data on your subjects to insure there is a diversity of gender, race, major, and year in school. The demographic questions are in addition to the customer discovery questions.

Create at least three charts of at least three different types—pie/donut, bar/column, line/scatterplot--to tell us the story of customer discovery. Your first slide deck will have at last six slides—title, idea, chart 1, chart 2, chart 3, and a team slide. You can have more than six slides. You can include a chart that shows anticipated growth in revenue over time.

You can find data on colleges and universities in the USA at <https://www.statista.com/topics/829/college-and-university/> You can use this data to complement the data and charts you are collecting.

You will have six minutes to present your slide deck. Each member of the team must present for at least 60 seconds.

Email the instructor your data and slides on or before 8:00 pm the day before you are presenting.