



Gender:
 Male
 Female

Are you currently/did you at one time pursue any type of music technology degree program while in college?
 Yes No Did not attend college

On average, how many nights per month do you host events in your place of residence for which you require a home sound system for entertainment?
 0 1 2 3+

What level of importance do you place on having a quality home sound system in your place of residence?
 High Average Low

What is the MAXIMUM amount that you would be willing to spend on your ideal home sound system?
 ≤\$125 \$150-\$225 \$275+

Would you rather have a high volume/high bass party sound system, or a normal volume/bass living room sound system?
 High Volume Normal Volume


What is your current university status?
 1st Year 2nd Year 3rd Year 4th Year N/A

Directly below is a home sound system, which we will call Product A. Beneath Product A is a series of alternate products that are completely identical to it, save for the described differences. For each alternate product, please compare it to Product A and fill in the check mark that best describes how YOU feel that the two compare in value. **Value is NOT how much you feel that the product should cost**, but rather how appealing it is to your own personal tastes and preferences, and how compelled you would be to purchase that product. Then, inside each green box with a dollar sign, please tell us how much more you feel that each alternate product is worth than product A (i.e. if system A costs x amount, how much **more** should each alternate cost).

Product A:
 Only Comes in one color: black • 2 speakers, one subwoofer, one volume control • 300 total watts • Several different input types



Product B:
 Buyer is given the option to choose from different color choices: i.e. red, blue, green, purple, yellow, orange, etc.

 \$

In my PERSONAL OPINION, this product has _____ Product A.

about the same value as a little bit more value than much more value than even less value than


Client:
Prizm Riot, LLC
 (Prospective Business Venture)

Printed Market Research Survey

Project Goal
 To write, design, and implement a market survey, exploring which features of a home audio system were most valued by the college-aged, Generation Y demographic.

Project Results
 Over sixty participants provided invaluable information that later shaped the product-design stage of business development.


Product C:
 Buyer is able to choose to have a personalized graphic/logo placed on the side of the speakers

 \$

In my PERSONAL OPINION, this product has _____ Product A.

about the same value as a little bit more value than much more value than even less value than

Product D:
 Entire system's color can be personalized, including both the cabinets and the speakers themselves

 \$

In my PERSONAL OPINION, this product has _____ Product A.

about the same value as a little bit more value than much more value than even less value than

Product E:
 The speakers and subwoofer are wireless, unlike Product A

\$

In my PERSONAL OPINION, this product has _____ Product A.

about the same value as a little bit more value than much more value than even less value than

Product F:
 This product has glowing LED lights built in, which can be set to pulse to the beat of the music. Buyer chooses which color they want the LEDs to be upon ordering.

\$

In my PERSONAL OPINION, this product has _____ Product A.

about the same value as a little bit more value than much more value than even less value than

Product G:
 Unlike Product A which has multiple inputs and features, Product G only has one or two basic ones. Instead, Product G gives the buyer the option to purchase easy-to-install expansion modules. This makes the initial base product cheaper than product A, and also allows the buyer to only pay for which inputs/features that he or she truly needs. Examples of possible modules include wireless connection, Bluetooth, an iPod Dock, a CD Player, etc.

In my PERSONAL OPINION, this product has _____ Product A.

about the same value as a little bit more value than much more value than even less value than

When you are buying a sound system, is it important to you to have surround sound?
 Yes No