

(Research 6) Primary Research

Questions to customers

What sizes of Night Light do you think should be available to buy?

What shapes would you like to see used for a suitable Night Light?

What types of materials do you like to see in products such as Night Lights? - (Wood, plastic, metals, stone etc.)

What colour Night Light would you like to see available?

When buying things like Night Lights in the shops, what attracts you to them? e.g. are they on display and can you choose from a range, do they have themes?

What price would you be prepared to pay for a Night Light?

The Manufacturers

What is a suitable target market price?

What is the proposed production level?

What is the target market? (Age, gender etc.)

What was the manufacturers inspiration for the design?

What materials do they use?

What will be the safety considerations?

What environmental considerations should be taken account of?

Other questions:

Summary of Results