

Simple Market Research Worksheet

Learn before you spend.



Choose one business idea. Short answers are enough. The goal is to replace a few guesses with useful information.

1. Choose the decision

What decision should this research help you make?

2. Answer five beginner questions

1 Who is this for?

2 What problem are they trying to solve?

3 How are they solving it now?

4 What do they like or dislike about the current choices?

5 What small test could help me learn more?

3. Choose at least two research methods

☐ Customer conversations

☐ Online reviews

☐ Competitor research

☐ Short survey

☐ Observation

☐ Small test

Research Notes And Next Decision

Look for patterns, not perfect certainty.

4. Evidence log

Record what people actually say or do. Separate repeated patterns from one opinion.

Source or person	What I learned	Pattern or one opinion?	Possible action

5. Compare the alternatives

Include competitors, free information, older solutions, or the choice to do nothing.

Alternative	Who is it for?	What people like	Problems or gaps

6. Decide the next small test

The clearest repeated need: _____

Evidence that challenged my first idea: _____

The smallest test I can run next: _____

What I will change after this research: _____

Remember: Market research does not guarantee success. It helps you replace guesses with better information and choose a more careful next step.