

Printable Market Research Sheets

Understand your audience, analyze competitors,
and make data-driven decisions!

THE
Biz
Sheets

AUDIENCE SEGMENTATION TEMPLATE



Location



Interests



Industries



Registration



Event
Page Views

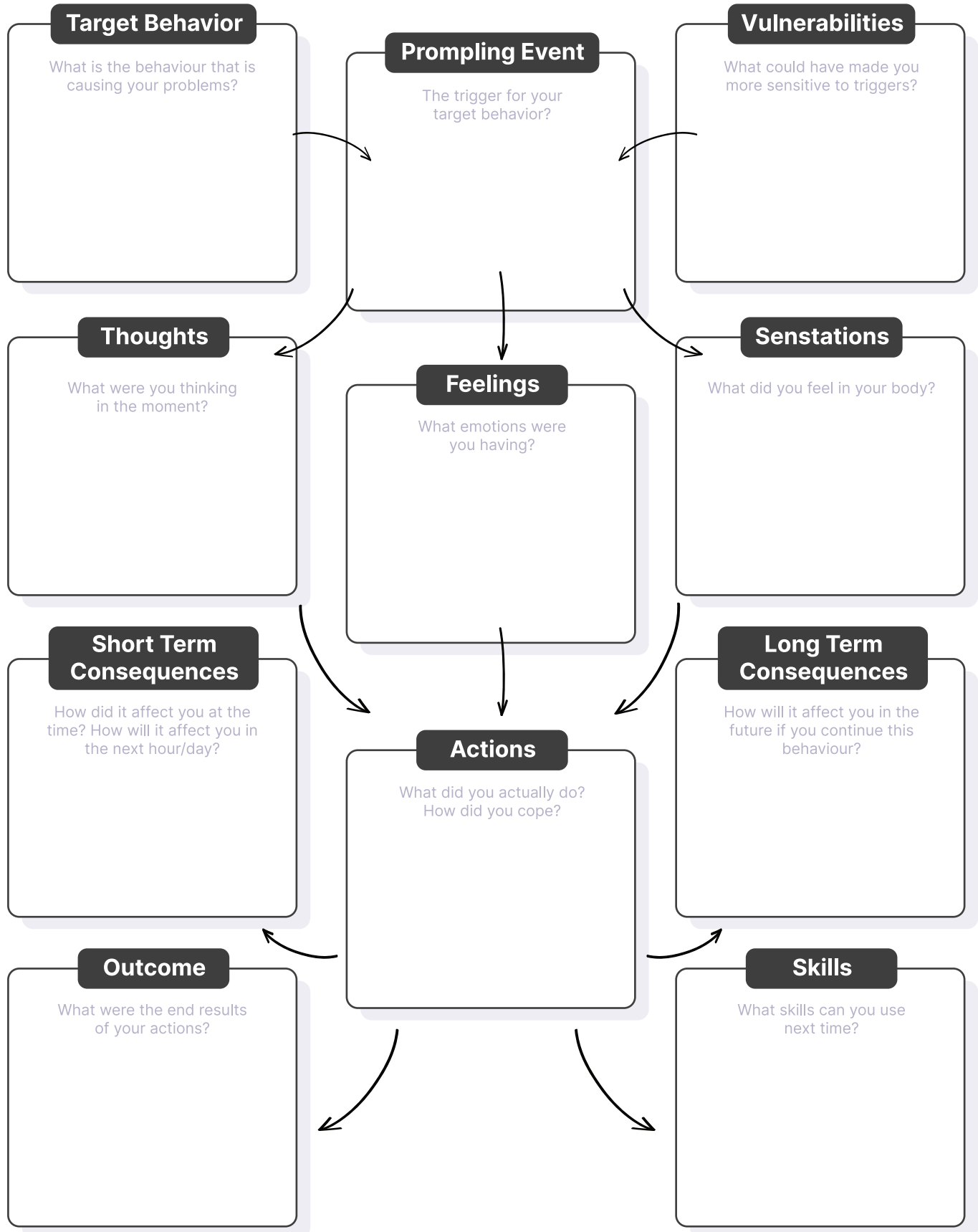


Past
Attendance



Attendance
Frequency

BEHAVIOR CHAIN ANALYSIS



MARKET BUYER PERSONA

Background

Age:

Language:

Education:

Annual Income:

Goals

Learning

Interests

DATA COLLECTION TEMPLATE

 SURVEY	
 INTERVIEW	
 FOCUS GROUPS	
 ONLINE TRACKING	

 MARKETING CAMPAIGN ANALYSIS	
 SOCIAL MEDIA MONITORING	
 OTHERS	

MARKET ENTRY TEMPLATE

Existing Market	Existing Products	New Products
New Market		

MARKET RESEARCH PLAN TEMPLATE

IDENTIFY
THE PROBLEM

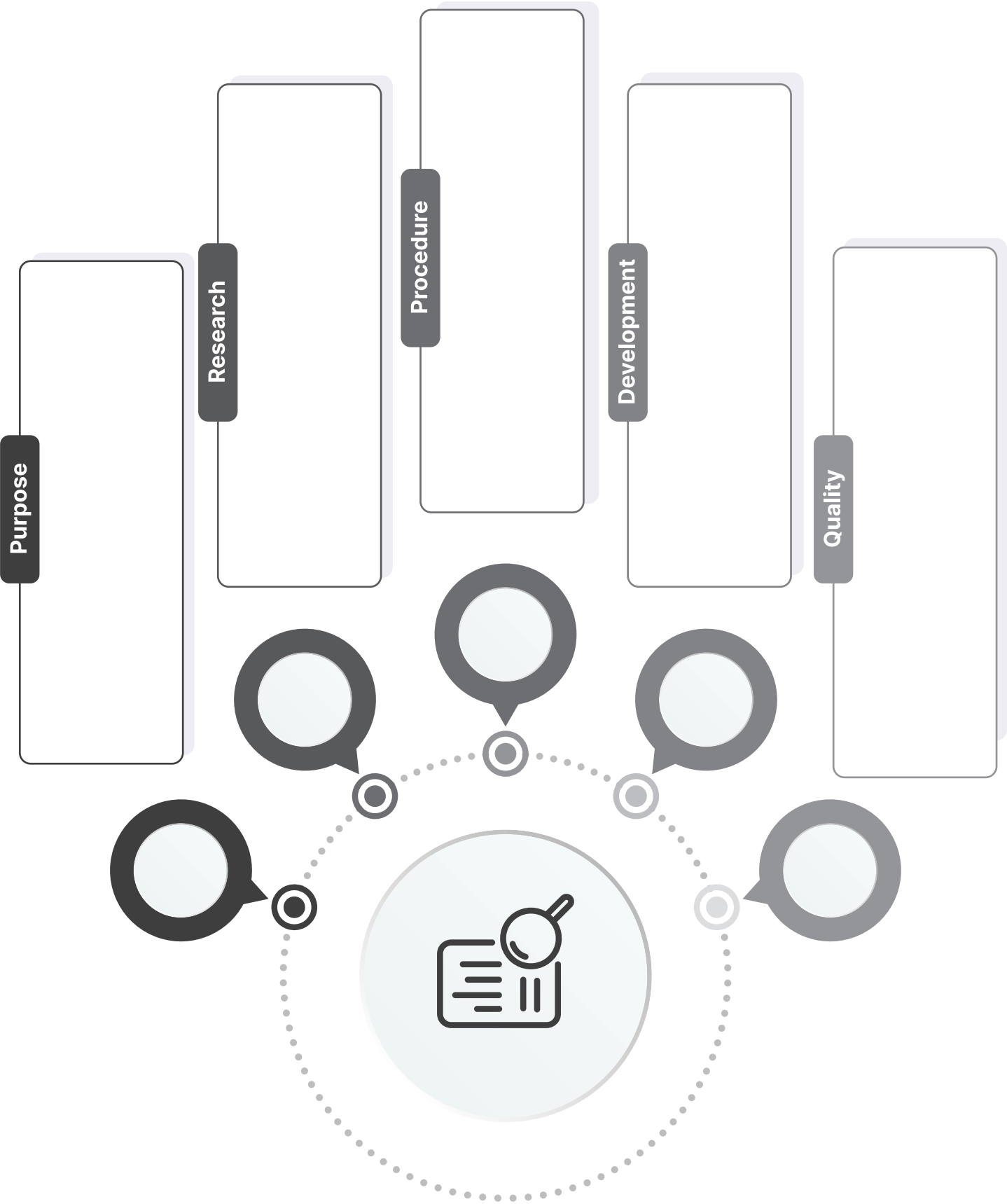
DEVELOP THE
RESEARCH
PLAN

CONDUCT
RESEARCH

ANALYZE
& REPORT
FINDINGS

TAKE
ACTION

MARKET VALIDATION TEMPLATE



MARKET RESEARCH CONTROL TEMPLATE

Strategic Control

Annual Plan Control

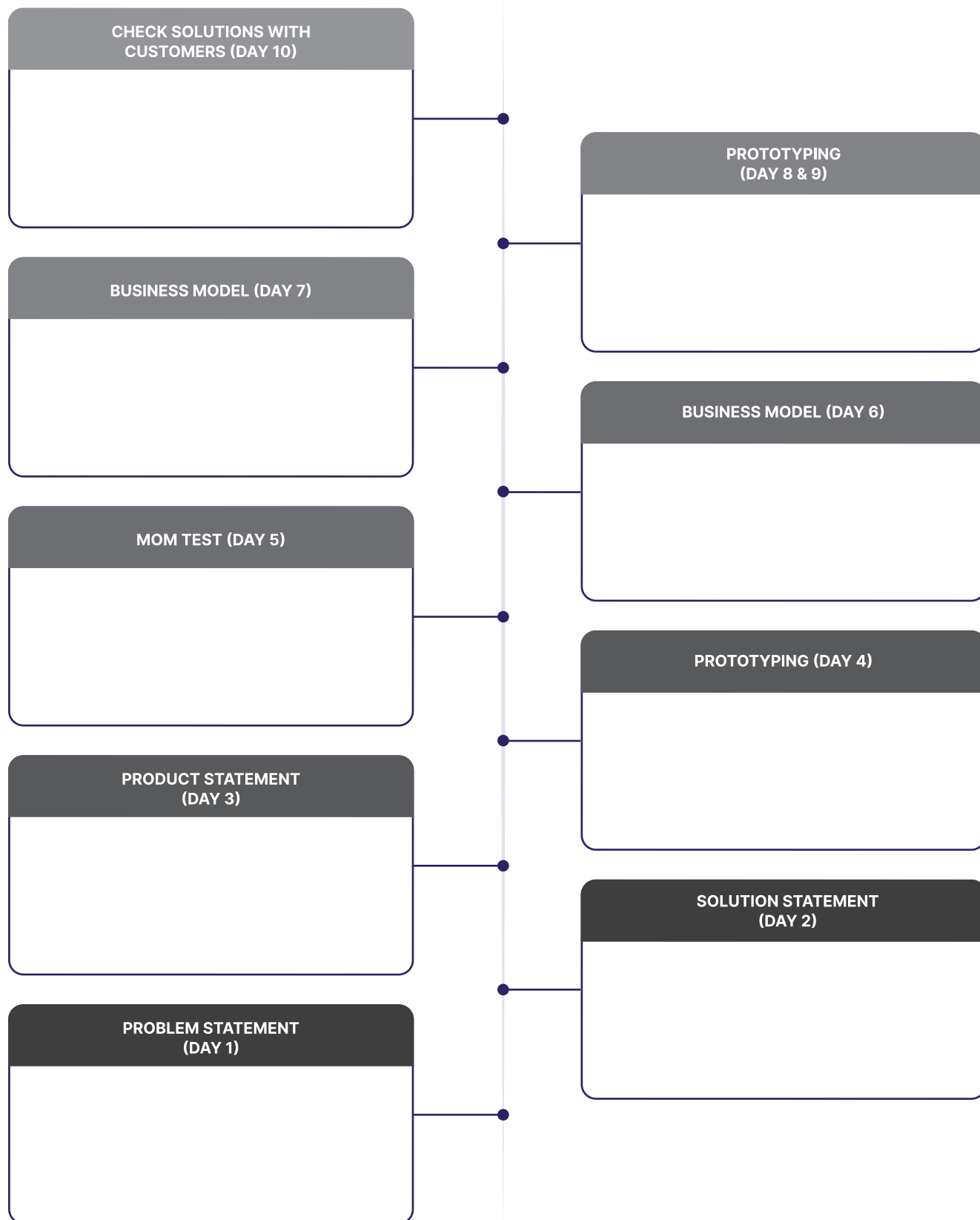
Efficiency Control

Profitability Control

EMPATHY MAP

SAYS	THINKS
DOES	FEELS

10 DAYS MVP PLAN



MVP TEMPLATE

M

Minimum

The most rudimentary, bare-bones foundation of the solution possible

V

Viable

Sufficient enough for early adopters

P

Product

Something tangible customers can touch and feel

BRAND RESEARCH POSITIONING MAP

Create 4 or more brands and mark them on the Map

The image shows a blank positioning map template. It consists of a central cross with arrows at both ends, dividing the space into four quadrants. Each quadrant is defined by a rounded rectangular border, creating four distinct areas for plotting brands. The entire map is set against a white background with a dark grey header and footer.

PRODUCT TESTING SCORECARD

Designed for:

Date:

Version:



Business Goals



Financial



Product & Process



Customer



People

RESEARCH OBJECTIVES WORKSHEET

1

BROAD AREA OF RESEARCH

2

RESEARCH PROBLEM

3

RESEARCH QUESTION

4

RESEARCH HYPOTHESIS

5

RESEARCH OBJECTIVE/S

RESEARCH TIMELINE PLANNER

Existing Products

•	Week ____	
•	Week ____	
•	Week ____	
•	Week ____	
•	Week ____	
•	Week ____	
•	Week ____	

MARKET RESEARCH RISKS

CROSS-CULTURAL RISK

CURRENCY (FINANICAL) RISK

COMMERCIAL RISK

COUNTRY RISK

SECONDARY MARKET RESEARCH



Advantages



Disadvantages

SOAR ANALYSIS

S

Strengths

O

Opportunities

A

Aspirations

R

Results

THEMATIC ANALYSIS TEMPLATE

[illegible]

TARGET AUDIENCE PAIN POINTS MAP

Demographic Fields

Segment Name:

Age Range:

Gender:

Job Title:

Location:

Core Insight Fields

Top 3 Pain Points:

Emotional Triggers:

Current Challenges:

Common Frustrations:

Keywords They Use:

Notes or Quotes:

Market Potential
Score (1–10)

Opportunities
for Solution

FOCUS GROUP PLANNER

Session Date:

Research Goal:

Moderator Name:

Target Audience (Who is attending?):

Prep

Key Questions to Ask
(list of 3–5)

Expected Outcomes

Setup Notes (Location,
Tools, Recording)

Post-Session

Key Insights

Surprising Findings

Follow-up Needed?

MARKET OPPORTUNITY SCORECARD

IDEA/OPPORTUNITY TITLE	TARGET MARKET	PAIN POINT SOLVED	TREND ALIGNMENT (Y/N)

TAM (TOTAL ADDRESSABLE MARKET)

URGENCY OF PROBLEM (1-5)

UNIQUENESS OF SOLUTION (1-5)

ENTRY BARRIER (LOW/MEDIUM/HIGH)

FINAL SCORE

GO/NO-GO DECISION

NOTES

JOBS-TO-BE-DONE CANVAS

CUSTOMER SEGMENT	CONTEXT/TRIGGER (WHEN THEY USE IT)	JOB TO BE DONE (WHAT ARE THEY TRYING TO ACHIEVE?)

FUNCTIONAL NEED

EMOTIONAL NEED

OBSTACLES OR FRICTION

CURRENT ALTERNATIVES

DESIRED OUTCOME

HOW YOU CAN HELP

PRIORITY LEVEL (HIGH/MEDIUM/LOW)

CUSTOMER OBJECTIONS LOG

Product/Service

Target Segment

Research Method

Date Logged

Objection Stated (What did the customer say?)

Context (When/where it came up?)

Was the objection valid? (Y/N)

Underlying Concern
(Price, Trust, Complexity, etc.)

Suggested Response

How Often This
Objection Occurs

Notes for Marketing
or Sales Team

INSIGHT SUMMARY SHEET

Research Activity	Date	Responsible Researcher	Audience Segment
Key Insight #1		Key Insight #2	
Key Insight #3	Surprising Discovery		
Actionable Recommendation	Impact Area (Product, Messaging, Pricing)	Notes	

PRICE SENSITIVITY MATRIX

PRODUCT/SERVICE NAME		TARGET CUSTOMER SEGMENT	CHANNELS TESTED (E.G., SURVEY, TEST OFFER)

PRICE POINT	CUSTOMER REACTION (E.G., "TOO EXPENSIVE", "FAIR", "GREAT DEAL")

CONVERSION RATE (%)	COMMENTS FROM CUSTOMERS

MOST ACCEPTED PRICE RANGE	PSYCHOLOGICAL PRICE THRESHOLD	STRATEGIC NOTES

FIELD RESEARCH LOG SHEET

DATE	RESEARCHER NAME	LOCATION/PLATFORM	TYPE OF ACTIVITY (OBSERVATION,INTERVIEW, STORE VISIT)

CUSTOMER BEHAVIOR OBSERVED

NOTEWORTHY QUOTES OR SITUATIONS

UNEXPECTED FINDINGS

ENVIRONMENTAL FACTORS
(E.G., MUSIC, STAFF INTERACTION)

KEY TAKEAWAY

PHOTOS OR VISUAL NOTES
(SPACE TO ATTACH OR REFER)

SUGGESTED ACTIONS

VALUE PROPOSITION FEEDBACK FORM

INTERVIEWEE (NAME OR ID)	DEMOGRAPHIC INFO (AGE, LOCATION, JOB TITLE)	INTERVIEW DATE	INTERVIEW TYPE (PHONE, ZOOM, IN-PERSON)

BIGGEST PROBLEM SHARED

CURRENT SOLUTION USED

DESIRED OUTCOME OR TRANSFORMATION

MOST MEMORABLE QUOTE

ACTIONABLE INSIGHT

ADDITIONAL NOTES OR CONCERNS

SEGMENT TAG (EARLY ADOPTER, SKEPTICAL, LOYAL, ETC.)

GEOGRAPHIC MARKET ANALYSIS SHEET

REGION/COUNTRY	TARGET AUDIENCE OVERVIEW	LOCAL CULTURE OR NORMS (SUMMARY)

COMPETITORS PRESENT

CONSUMER BUYING BEHAVIOR

MARKET SIZE ESTIMATE

LEGAL/REGULATORY BARRIERS

ENTRY OPPORTUNITIES

LOCAL PARTNERS/DISTRIBUTORS

NOTES

SURVEY DESIGN TEMPLATE

SURVEY TITLE	PURPOSE OF SURVEY	TARGET GROUP	SURVEY LENGTH (MINUTES/QUESTIONS)

MAIN QUESTIONS (1-5 FREE FIELDS)

TYPE (MULTIPLE CHOICE, OPEN-ENDED, RATING)

DISTRIBUTION CHANNEL

DEADLINE

SUCCESS CRITERIA

NOTES FOR TESTER

MARKET TRENDS TRACKER

TREND NAME	SOURCE (ARTICLE, REPORT, OBSERVATION)	DATE OBSERVED

INDUSTRY IMPACTED

DESCRIPTION OF TREND

POTENTIAL INFLUENCE ON OUR BUSINESS

CURRENT ADOPTION (EARLY/MEDIUM/MAINSTREAM)

ACTION TAKEN OR RECOMMENDED

COMPETITIVE ADVANTAGE OPPORTUNITY

NOTES

EARLY ADOPTER PROFILE TEMPLATE

NAME (OR ID)	AGE	JOB/ROLE	LOCATION

WHAT DO THEY LOVE TESTING EARLY?

MOTIVATIONS FOR ADOPTING NEW PRODUCTS

PREFERRED CHANNELS (FORUMS, SOCIAL MEDIA, ETC.)

FRUSTRATIONS WITH EXISTING OPTIONS

WHAT THEY NEED TO SWITCH

REFERRAL POTENTIAL
(HIGH/MED/LOW)

QUOTE OR KEY INSIGHT