

Young Inventors Worksheet- Survey Others About Your Invention

Prepared by Susan Casey, author of *Kids Inventing! A Handbook for Young Inventors* and *Women Invent! Two Centuries of Discoveries That Have Shaped Our World*



Before you go to the expense of patenting or making/manufacturing an invention, you want to find out if anyone would buy your invention product. Ask others about it, especially the people most likely to use it—your target audience.

STEP 1: MAKE UP A LIST OF QUESTIONS ABOUT YOUR INVENTION.

Suggested questions:

- What is your opinion of my invention?
- What (color/shape/character) do you like?
- What do you like about it?
- What don't you like?
- How much would you pay for it? (Give them some choices: \$2.00/\$5.00/10.00 etc.)
- Do you like the name?
- How would you improve it?

QUESTIONS FOR YOUR SURVEY

1.

2.

3.

4.

5.

STEP 2: FIGURE OUT YOUR TARGET AUDIENCE?

Who's your target audience? In other words, who would buy your invention? Would it be kids who like sports? Or students? Or elderly people? Or teachers? Or people that like music? Or people in an emergency situation, like a fire or flood? List the type of people who might buy your invention.

- 1.
- 2.
- 3.
- 4.

STEP 3: FORM A FOCUS GROUP/FIND PEOPLE TO INTERVIEW

Ask a few of your potential customers, people in your target audience, if they would be in a FOCUS GROUP. A focus group is a group of people made up of your target audience. Or ask the opinion of your FRIENDS, FAMILY OR PEOPLE AT YOUR SCHOOL. List six people you plan to interview:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

STEP 4: MEET WITH YOUR FOCUS GROUP AND SHOW THEM YOUR INVENTION

- Let your potential customers try out your invention.
- Let them hold it and look at it closely.
- Let them try it out or play with it, depending on what it is.
- If you only have drawings or photos of it, ask others to look at them.



STEP 5: MEET WITH YOUR FOCUS GROUP – ASK YOUR SURVEY QUESTIONS TO YOUR FOCUS GROUP. WRITE DOWN SOME OF THEIR COMMENTS.

COMMENTS:

STEP 4: THINK ABOUT THE RESULTS OF YOUR SURVEY. HOW WOULD YOU CHANGE OR MODIFY YOUR INVENTION BASED ON THE SURVEY? WRITE YOUR THOUGHTS BELOW.