Example Questions for Gathering Market Requirements

This resource provides a list of example questions to ask individuals or groups who have an influence in adopting and sustaining the use of your educational product. The answers to these questions will help you identify your market requirements and make adaptations to your product to achieve product-market fit.

LEARN to Scale Toolkit

This resource is part of the LEARN to Scale Toolkit. The toolkit is designed to support researchers and developers in using the Invent-Apply-Transition framework to create, test, and scale evidence-based educational products. Access the full toolkit at learntoscale.org.

Individual or group	Questions
State education agency staff	• Will the product support one or more of the state's top priorities? • Does the product adhere to state and federal policy? • Is there upcoming legislation that might support or hinder the use of the product? • Do districts in the state want this product? • Are there opportunities to integrate the product into existing or emerging ecosystems or initiatives in the state?
District superintendent	• Will the product support one or more of the district's top priorities? • Does the product adhere to state and federal policy? • Will the product improve achievement for all students? How well will it support students with disabilities, multilingual learners, or other student populations? • If applicable, will the teacher union support expected teacher training, assessment, and implementation? • Do principals and teachers want this product? • What costs do you anticipate to adopt and sustain use of the product? Is it worth it?

Individual or group	Questions
Director of curriculum or assessment	• Will the product improve achievement, student behavior, or course or school completion? • What is the likely size of improvement? • How difficult is it to achieve high fidelity of implementation? • What qualifications do staff need to be able to implement the product well? • How well is the product operationalized? • Will it support district coaches in their current work with teachers? • Has the product worked well in similar districts/schools? • Will changing the curriculum or practice be worth the effort and resources needed to train and support adoption? • Does the product fit well with the other parts of instruction (such as the learning standards, assessments, and curricula used)? • What reporting functions are available to help administrators and teachers easily track implementation and progress?
Chief technology officer	• Is the product compliant with data privacy regulations? • Does the product integrate well with the current identity management system? • Are software updates easy to make? • What tech support is available to users?
Principal	• Does the product support instructional leadership goals? • What supports are provided to school administrators to assist their staff with adoption and implementation? • What will be eliminated to make room for this new product?

Individual or group	Questions
Teachers	• Is the product easy to implement? • Does the product fit well with the other parts of instruction (such as the learning standards, assessments, and curricula used)? • Will teachers be able to see meaningful results within 3 months of using the product? • How will the product replace (not add to) what teachers are expected to do?
Families	• Does the product enable family engagement in learning? • Does the product match the values of school community? • Are there privacy or equity concerns regarding who has access to information or services?