

Q-STEP SUMMER INTERNSHIPS 2021

LYFE - Market Research in Developing an Agile Product Development Strategy for a Health & Wellbeing App

Organisation and Team

LYFE (Sophron Health Ltd): Market Research as part of Product Development

72 Langdale Road, Liverpool, L15 3LB

Selection Method

Written CV, cover letter followed by an interview

Project Outline

Interviewing, data collecting, analysing and reporting of findings from early stage app Users, as part of the LYFE app's closed beta testing programme. LYFE is on a mission to create the first healthy social media platform which will dramatically transform people's health and lives and this market research project is a key component in moving the product from the MVP stage to product market fit.

Application Criteria

Essential:

- Excellent communication skills
- Microsoft office skills (esp Excel).
- Data analysis skills and experience with quantitative and qualitative datasets.
- Data set manipulation skills.
- Ability to summarise and present complex data and analysis.

Desirable:

- Experience of working with survey datasets.
- Experience conducting market research with users / customers.
- Experience recruiting test participants.

Keywords

Marketing, Research, Product Development, Users, MVP, Health & Wellbeing App, Mental Health, Data

Practical Considerations

We are looking for a full-time placement student but would be open to more flexible working hours. Please state in the application whether you would be able to take up a full-time position.

8-week internship

Remote-working

Issues of Data Protection / IPR

The successful student will be working with survey datasets related to the LYFE project. They will be working with and presenting findings to the product development team so there will be sensitivities to consider throughout this project. The Line Manager will provide guidance and support with working with official materials.

Support and Training

The Product Development Manager (Line Manager) will provide some initial training for the placement student including an introduction to the data surveys, how to recruit participants, how to collate the data and how to organise it. The Line Manager and the wider team will provide online support for the project. The placement student will be working directly with prospective early stage Users of the app but will also gain valuable experience of other internal business functions.