

Case Study

**Market Study to Assess Potential Success of a
Mobile App**



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About the Client



- Business head of a US-based multi-disciplinary design studio, specialising in art, design and architecture

Client Objectives / Goals



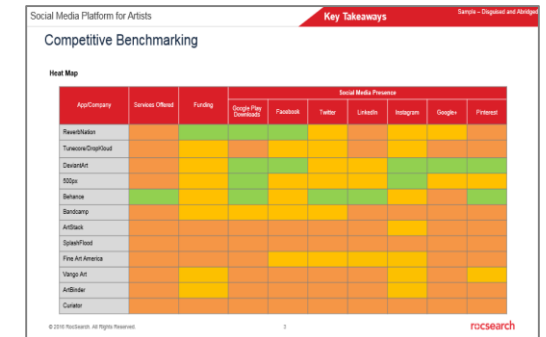
- The client wanted to launch a mobile app-based platform to showcase various artists across disciplines and geographies. They wanted RocSearch to conduct market research and a competitor assessment

Approach and Methodology



- The team identified similar apps/companies with mobile-only presence. They compared the shortlisted companies on the basis of level of services offered, funds raised, platform availability, downloads, social media presence (likes/followers on leading social media platforms), etc.
- The team also analysed few of the apps/companies that worked on a similar business model, but had failed in the past

Sample Output



Results / Value-add



RocSearch benchmarked the apps on the basis of select parameters, which helped the client understand the performance, strengths and weaknesses of the existing apps

Analysis of the reasons behind the failure of select apps helped the client understand the potential market challenges