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COURSE BROCHURE

Product Market Sizing and Survey Research Training Course for Product Managers

14 – 18 June 2027
Amsterdam

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Ref: 2749_105086 **Date:** 14 – 18 June 2027 **Location:** Amsterdam **Fees:** 5600 GBP

Product Market Sizing and Survey Research is a 1-week training course for product managers and product owners who must back roadmap choices with sound customer evidence, and it ends with each participant drafting a Product Evidence Decision Brief. Funding panels now expect product bets to rest on measured demand. Jupiter Prime Training sets product market sizing and survey research inside the decisions they are meant to inform.

Why Product Market Sizing and Survey Research Matters Now

Three forces shape product market sizing and survey research today. Finance leaders ask for a defensible estimate of reachable demand before funding a feature or a new line. Customers face more survey requests than ever, so response quality falls unless questionnaires are short, neutral and well targeted. And sales, marketing and engineering colleagues each hold their own view of the customer. Product teams in software and retail banking that skip careful sizing and sampling build for a vocal minority and misread early signals of decline.

Who Gains Most from Product Market Sizing and Survey Research

- Product managers accountable for the business case behind a new product, feature or pricing tier
- Product owners who turn customer requests into a ranked backlog and must defend that ranking
- Customer insight specialists who commission interviews and questionnaires for product teams
- Commercial analysts who build demand forecasts that product plans depend on

A product group whose managers, owners and insight specialists attend together gains most, because they leave sharing one approach to sampling, question wording and sizing assumptions.

Product Market Sizing and Survey Research Capabilities

Participants move from loose feedback to evidence a funding panel can trust and challenge.

- Calculate top-down and bottom-up estimates of reachable demand — the investment decision on a new product line
- Design a sampling plan with quotas and screening questions — the credibility of findings with senior sponsors
- Specify neutral survey questions and answer scales — the accuracy of preference and willingness-to-pay readings
- Apply structured interview guides and synthesis grids — the product owner's backlog ranking
- Assess segment differences with cross-tabulation and confidence ranges — the choice of a launch segment

- Communicate findings, assumptions and open risks in one brief — the go, pause or stop call

Key Product Market Sizing and Survey Research Terms

- Reachable demand — the share of total possible buyers a product can realistically serve with its current offer.
- Bottom-up sizing — an estimate built from counts of real customers, purchase frequency and unit value.
- Sampling frame — the list or source from which survey respondents are drawn.
- Quota sample — a sample filled to set proportions by segment.
- Leading question — a survey item whose wording nudges respondents toward an answer, distorting the evidence.
- Margin of error — the range within which a survey result would likely fall if everyone targeted had answered.

Product Market Sizing and Survey Research Day by Day

Day 1: Framing the Product Question

- Decision Framing Canvas — Which Product Choice the Research Must Settle
- Hypothesis Statements — What Evidence Would Change the Roadmap
- Stakeholder Evidence Expectations — What Finance and Sales Will Accept
- Existing Data Audit — Reusing Usage Logs and Support Records First
- Research Method Selector — Matching Interviews, Surveys and Sizing to Questions

Day 2: Sizing the Opportunity

- Top-Down Market Estimates — Testing Headline Figures Against Reality
- Bottom-Up Customer Counts — Building Demand From Real Buyer Numbers
- Reachable Demand Filters — Channel, Capacity and Geography Limits
- Assumption Registers — Exposing the Inputs Sponsors Will Question
- Sensitivity Ranges — Showing How Estimates Shift Under Different Inputs

Day 3: Interviews and Questionnaire Design

- Interview Discussion Guides — Uncovering Jobs, Pains and Current Workarounds
- Recruitment Screeners — Reaching the Right Customers and Non-Customers
- Question Wording Checks — Removing Leading and Double-Barrelled Items
- Answer Scale Choices — Rating, Ranking and Trade-Off Questions
- Pilot Testing Questionnaires — Catching Confusion Before Full Launch

Day 4: Sampling, Segmenting and Reading Results

- Sampling Frames and Quotas — Avoiding Blind Spots in Respondent Groups
- Response Rate Tactics — Protecting Quality Without Incentive Bias
- Cross-Tabulation by Segment — Spotting Which Customers Differ and Why
- Confidence Ranges — Judging Whether a Difference Is Real
- Interview Synthesis Grids — Linking Quotes to Survey Patterns

Day 5: Practising the Product Evidence Decision Brief

- Sizing Case Rehearsal — Applying Reachable Demand Filters to a Live Product
- Questionnaire Critique Clinic — Applying Wording Checks to Participant Drafts
- Segment Story Building — Applying Cross-Tabulation to a Launch Choice
- Sponsor Challenge Session — Defending Assumptions Before a Mock Funding Panel
- Product Evidence Decision Brief — Completing the Go, Pause or Stop Case

Applying Product Market Sizing and Survey Research After the Course

- Rebuild the sizing estimate behind one current roadmap item bottom-up and share its assumption register with finance.
- Run a pilot-tested, quota-based customer survey on one open product question and present segment differences to the product group.

Product Market Sizing and Survey Research Questions FAQ

What is product market sizing and survey research, and why does it matter now?

It is the practice of estimating reachable demand and gathering interview and survey evidence before a product decision. It matters now because sponsors expect measured demand.

Which roles gain most from product market sizing and survey research?

Product managers and product owners gain most, along with insight specialists and commercial analysts who commission or rely on customer evidence to rank features and defend business cases.

How does product market sizing and survey research differ from a product discovery course?

It goes deeper into measurement. Product market sizing and survey research concentrates on sizing demand, sampling, question design and reading results with known confidence.

What do you bring back from product market sizing and survey research?

You bring back a drafted decision brief for a real product question. It combines a bottom-up demand estimate, a tested questionnaire, a sampling plan and segment findings.

Product Market Sizing and Survey Research: The Way Forward

The Product Evidence Decision Brief first informs whether a proposed feature or product line receives funding. Product managers use it with finance partners and delivery leads to agree what is built next. After its first use, revisit the sampling frame and sizing assumptions, because segments and buying channels shift, and an estimate that held last quarter may no longer hold.