Session 4: Action Learning

- **Brief review of voice-of-the-customer goals**

- **Meetings with teams**
  - focus the project
  - discuss feasibility
  - identify customers to be interviewed

Action-learning project

- **Analyze your target with the 4 P's (and 5 C's) <u>as relevant</u>.**

- **At least two qualitative interviews per team-member**
  - customers and, if appropriate, the channel
  - steep learning curve
  - 15.821 to refine technique

- **Do qualitative <u>not</u> quantitative consumer research**
  - survey research (done well) requires experience and training (e.g., 15.822).
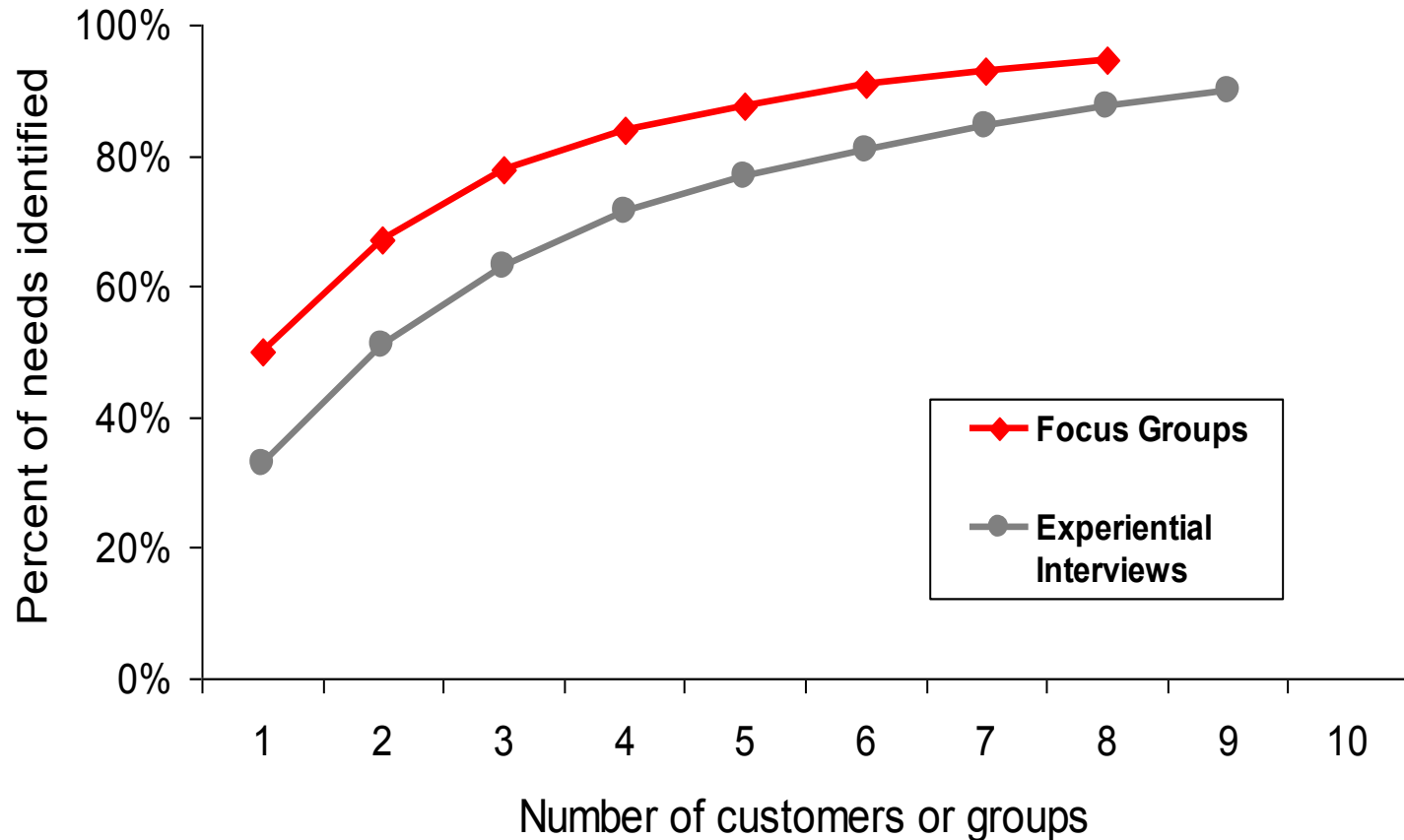 - We will provide a tool for pricing, but strictly optional!

How to interview
Action-learning project, examples next time.

- **Experience the experience of the customer**

- **Learn to listen**
  - tell me more
  - what does that mean to you

- **Steep learning curve**

- **Nothing beats first-hand experience**

How many interviews are enough?

Linking customer needs to actions

Customer Needs

(strategic needs)

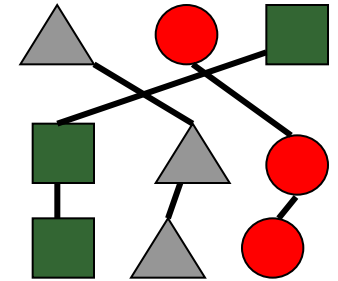| Customer Needs	Importances
Fun to drive	100
Driver is in control	72
Interior is comfortable	86
Has many uses	86
. . .	. . .

Importances

Actions by product designer

Relationships between Customer Needs and Design Attributes

Costs and Feasibility
"Engineering" Measures

Poor   **Great**

BMW **Toyota** **GM**

Customer Perceptions

15.810 Marketing Management: Analytics, Frameworks, and Applications
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