

Session 04.

Product (Designing for Customers) – (W, February 9).

Discussion Questions

1. Should all product development be customer-driven?
2. Customers buy products that fulfill their needs? Consider laptop computers. What benefits do you derive from your computer? Why did you purchase the brand that you purchased?
3. There are many physical aspects of your computer – size, battery characteristics, monitor characteristics, processor, keyboard, etc. How do these physical characteristics deliver the benefits you might want. Think, for example, how your computer helps you at Sloan.
4. Think of an example of a product that you now own that does not satisfy your needs. How would you modify that product to serve your needs? Try to come up with suggestions that would not increase the cost (and hence price) of the product.

Readings

Note on Product Development

House of Quality (HBR 88307)

Optional Readings

Listening In to Find and Explore New Combinations of Customer Needs (*Journal of Marketing*)