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) as relevant.

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

• Do qualitative not 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?

![Graph showing the percent of needs identified vs. the number of customers or groups for Focus Groups and Experiential Interviews.](image)

- **Focus Groups**: The line is red and starts near 0% at 1 customer or group, rising to approximately 100% at 10 customers or groups.
- **Experiential Interviews**: The line is gray and also starts near 0% at 1 customer or group, rising to around 80% at 10 customers or groups.

The graph indicates that as the number of customers or groups increases, the percent of needs identified also increases, with Focus Groups achieving 100% and Experiential Interviews reaching 80%.
Linking customer needs to actions

Customer Needs
(strategic needs)
- Fun to drive: 100
- Driver is in control: 72
- Interior is comfortable: 86
- Has many uses: 86
- ...

Importances

Relationships between Customer Needs and Design Attributes

Costs and Feasibility
“Engineering” Measures

Actions by product designer

Customer Perceptions

Poor

Great

BMW  Toyota  GM

Customer Perceptions
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