15.822 Strategic Market Measurement, or “Listening to the Market”

- learn how to create, interpret and analyze a market research survey
- emphasis on market structure and segmentation
- hands-on conjoint and cluster analysis
- for consulting, market research careers
Learn how to build a market share predictor
Possible project idea 1: Concept test + conjoint

- Construct a concept test for the new product or service. Assess:
  - Purchase intent
  - Uniqueness
  - Believability

- Optimize concept design with a conjoint test on 3-5 key attributes
  (price, features, brand, time-to-market...)

- Analyze the benefit segments (clustering)

- Predict sales for best design
Possible project idea 2: Concept test + Kano survey project

• Construct a concept test for the new product or service. Assess:
  – Purchase intent
  – Uniqueness
  – Believability
  – Price/value

• Develop a Kano survey on 10-20 key features

• Fine-tune the concept with info from Kano test
Possible project idea 3: Positioning / satisfaction project (how does our product / brand compare?)

- Generate statements (10-30) that capture all aspects of satisfaction relevant to your product/brand (can get this from affinity diagram in 821)
  - With the survey, determine:
    - Importance of different benefits
    - Segmentation across benefits (using cluster an.)
    - Perception of current products (5-10) on these benefits

- (Optionally) develop a perceptual map (using factor analysis)