

# Expanding Product Accessibility with Primary Market Research Techniques

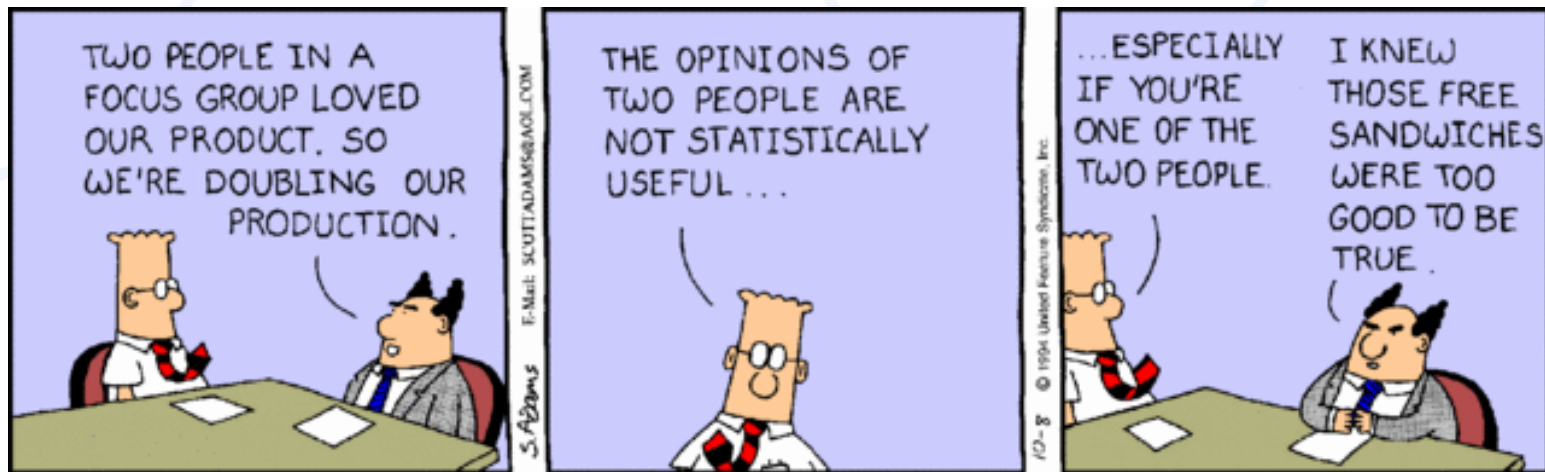


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# Voice of the Customer

- *Overview of Paper*
- *Key Points*
- *Resources*



# Key Point 1

- *You MUST understand your customer's needs!*
  - **Manufacturers and service providers**
    - Customer = End User/Consumer
  
  - **R&D staff/ academics**
    - Customer = Manufacturer
  
- *Academics can bring end user/consumer needs to a manufacturer, but the information must meet the manufacturer's own needs.*

# Example Glucose Meter Specifications

The reliable Glucose Monitoring System (GMS) is able to

- A. Correspond with doctor's lab reports
  - 1. Within 10%
- B. Should have control solutions - low range and high range
- C. Shouldn't have to change batteries often
  - 1. Last at least 3 months
- D. Controls the amount of blood going onto the strip
- E. Doesn't break when it's dropped
  - 1. Should withstand 5 to 6 feet drop onto a concrete floor
  - 2. Ability to travel with it
- F. Works for children when fasting
- G. Guarantees privacy and complies with HIPAA

IV. The GMS should be able to be used in

- A. Anywhere
  - 1. Kitchen
  - 2. Bathroom
  - 3. Outside
  - 4. In an automobile

# Meeting the Manufacturer's Needs

## FORTUNE 500 Project

Improvements in Usability and Accessibility  
 Features in Mainstream Consumer Products



### Consumer Requested Design or Functional Feature

### Black & Decker Digital Advantage Toaster/Convection Oven Features

Bigger -larger capacity	➔	6 slice toaster capacity
No knobs or dials to turn	➔	Pressure sensitive button controls
Easier to clean	➔	Non-stick baking chamber for easier clean
Easier crumb clean-up	➔	Slide out crumb tray
Larger non-slip handles	➔	Large handles
Cool outer shell to prevent burns	➔	'Thermal-Guard' outer shell
Better temperature control	➔	Electronic Toast control
Temperature settings more precise	➔	Digital settings from 200° to 450° F for baking & 1-7 for toasting
Heat more evenly	➔	Heating elements on top & bottom and convection oven setting
Defrost button	➔	Functions include defrost, preheat, toast, bake, broil
Cooking accessories	➔	Baking pan included, muffin pan available
Automatic shut off	➔	Auto-off timer after 90 minutes
Auditory cue when finished	➔	Signal Bell/Power indicator/Auto off beeper

# Key Point 2

- *Use methods recognized as rigorous by industry standards*

<b>Problematic Approach</b>	<b>Rigorous Approach</b>
Single focus group	Multiple groups
End users only	Include other stakeholders
Inexperienced moderator	Trained knowledgeable moderator
Inadequate facilities	Accessible, state-of-the-art facilities
Lengthy report	Top line summary, concise function listing, appendices

# Resources

- ***Primary Market Research Training Module***
  - **Sampling and recruitment**
  - **Focus groups**
  - **Surveys**
  - **Outsourcing considerations**
- ***Evaluation Resource Guide***
  - **Basic concepts**
  - **Case studies**
  - **Sample Instruments**

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# Thank you!

## *Any Questions?*

