Marketing Research & Product Mapping

Prof. Kim C. K. Lee

Mobile: 0936 390 249

E-mail: kim.cklee@msa.hinet.net

Identifying User Needs

■ **As for marketing professionals, their focus are usually strategies on Product, Price, Place (Channel), and Promotion.**

■ **However, the most relevant issue in marketing for designers, is surely about Product strategy and the identification of user needs!**

2

Designer vs. Artist

■ As for artists, their prime concern should and always are **self-actualization**, in terms of their **own absorptions and interests.**

■ **However, we designers have to do our work in accordance with the need of users inherently!**

3

The Competence of Designers

- Therefore, besides the excellence in professional design capabilities, ……

- **We designers also have to build our competence based on an insightful understanding on the need of our users!**

4

Targeting Our Users

■ **Before we could understand our users, we must know WHO they are!**

■ **Thus Demographic Information is required first!**

Targeting Our Users

■ After we targeted a **specific user group,** then we must get to know **HOW they live!**

■ **Therefore, Life Style Research must be performed!**

Establishing Insights on Users

- **To establish outstanding insights on user needs, it's absolutely not enough to rely on occasional marketing surveys solely.**

- **We have to create a high-quality information channel between our design team and our target users in the market to keep ourselves well-informed!**

Experience of Satisfactions

■ **To understand user needs, we must know that their essence lies in the expectation for the experience of satisfactions.**

■ **Therefore, the first ingredient that we must attract into our information channel is the user's Experience of Satisfactions. We have to interact with users & experience it in person!**

8

Make better use of User Forum like this:

MSI Forum

MSI 微星科技

☑常見問題　☑搜尋　☑會員列表　☑會員群組　☑會員註冊

☑個人資料　☑登入檢查您的私人訊息　☑登入

各位親愛的微星討論區的網友,

本討論區爲開放式的討論園地,主要提供網友一個專門的討論平台,讓彼此能透過討論交流來解決所遭逢的疑難問題
家討論話題能以解決產品相關問題爲主,並請注意各自的發言內容,勿涉及暴力、情色、政治、種族、人身攻擊、舉
用情緒性謾罵用語等等。若經討論區的管理板主發現涉及上述內容,將立即刪除該筆討論內容,並將情節重大者予以
處分,以維持一個乾淨舒服的討論空間,微星科技感謝各位網友及版主的配合與支持。

台灣討論區是都沒在管理嗎?

☑版面鎖定　☑版面鎖定　MSI Forum 首頁 -> Intel P45 晶片主機板 (僅供舊討論串瀏覽,若有問題請移至Intel 架構主機板區發問)

上一篇主題 ::

發表人	內容
makijapanolgirl 一般會員	☐發表於: 星期三 九月 30, 2009 4:32 pm　文章主題: 台灣討論區是都沒在管理嗎?

We can get many user's experiences there.

Occasional questionnaire surveys are still necessary for knowing our users:

■ **Controlled Observation of Product In Use is also a useful tool for knowing user …….**
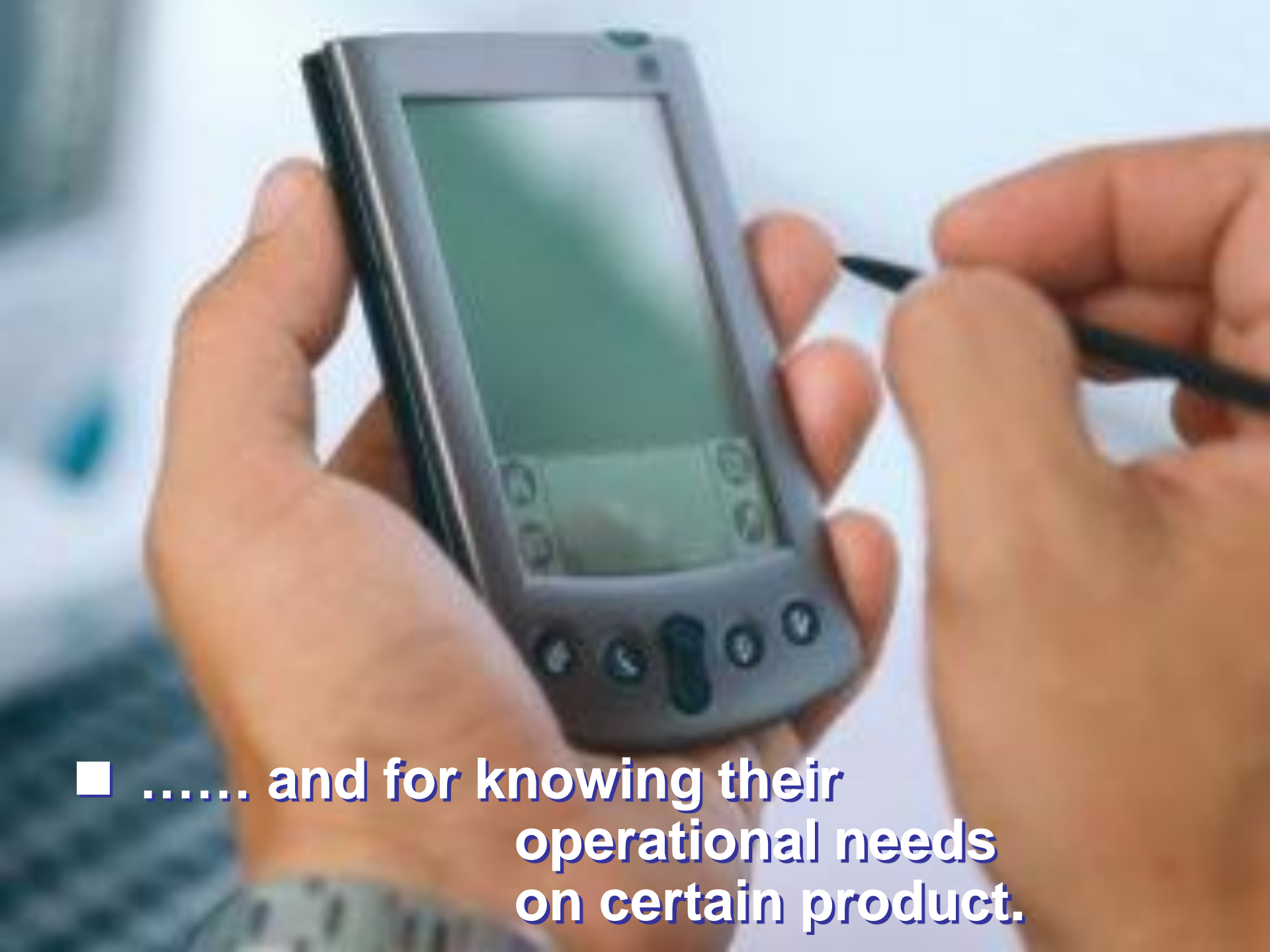
■ …… and for knowing their operational needs on certain product.

■ **Field Observation** is another powerful tool for knowing user

■ **Join Focus Group Discussion** with LEAD Users in person is also an important way for building insightful knowledge on user needs:

■ **They have more advanced needs, and much more capable of articulation!**

Benchmarking

- **Besides user needs, we also have to understand our competitors and their products.**

OTHER		S.E T300	S.E T68i	Sony J70	BenQ S620i	Siemens 6688	Samsung T108	DBTEL A805
功能分析	頻率系統	900/1800/1900	900/1800/1900	900/1800	900/1800	900/1800	900/1800	900/1800
	尺寸(mm)	106*48*22	100*48*20	133*44*21.5	85*46*19	105*42*17	88*50*22	106*42*21
	重量(克)	101g	84g	92g	90g	88g	94g	91g
	電話簿(組)	250	510	500	100	500	500	600
	通話時間	6~7.5hr	12hr	3.3~6hr	2~5hr	6hr	2.5hr	2~3hr
	待機時間	300~350hr	390hr	200hr	75~210hr	220hr	90hr	50~150hr
	中文輸入	○	○	○	○	○	○	○
	內建震動	○	○	○	○	○	○	○
	鈴聲編輯	○	○	○	○	○	○	-
	免持擴音	-	-	○	-	-	-	-
	錄 音	○	○	○	-	○	○	-
	聲控撥號	-	○	-	○	○	○	○
	遊 戲	○	○	○	○	○	○	○
	紅外線傳輸	○	○	-	-	○	-	-
	WAP瀏覽	○	○	-	○	○	○	-
	GPRS	○	○	-	-	-	-	-
特殊功能		外接專用相機	藍芽	和絃鈴聲	接通提示	MP3Player	7色顯示燈	聊天室
售價		未定	11000	3600	6000	9000	15100	4100
價格功能比								
產品優點		可紀錄影像	800k影音記錄	輸入功能佳	價格便宜	支援JAVA	外型優美	電話簿功能加
產品缺點		無法更改GPRS設定	電話簿搜尋困難	需原廠配件	不能下載	傳輸太慢	文字編輯麻煩	無網路功能

Image Map

- **Shigenobu Kobayashi (小林重順) of the Nippon Color & Design Research Institute developed the Color Image Scale in 1970s .**

- **They rated all the major adjectives used in daily life along two axes, e.g. Soft-Hard axis vs. Warm-Cool axis which together constructed a map, and positioned all the adjectives on the map.**
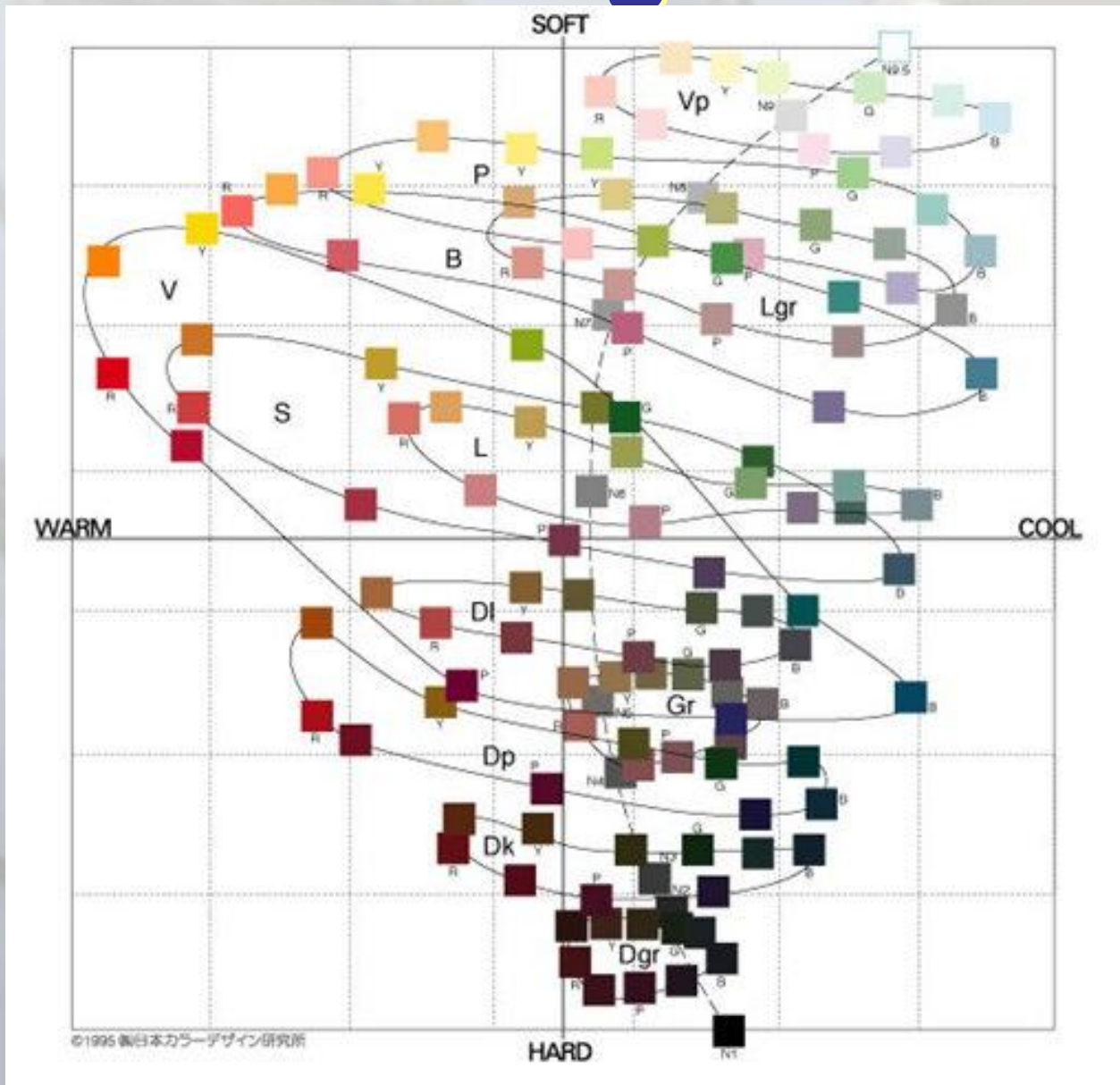
Color Image Scale
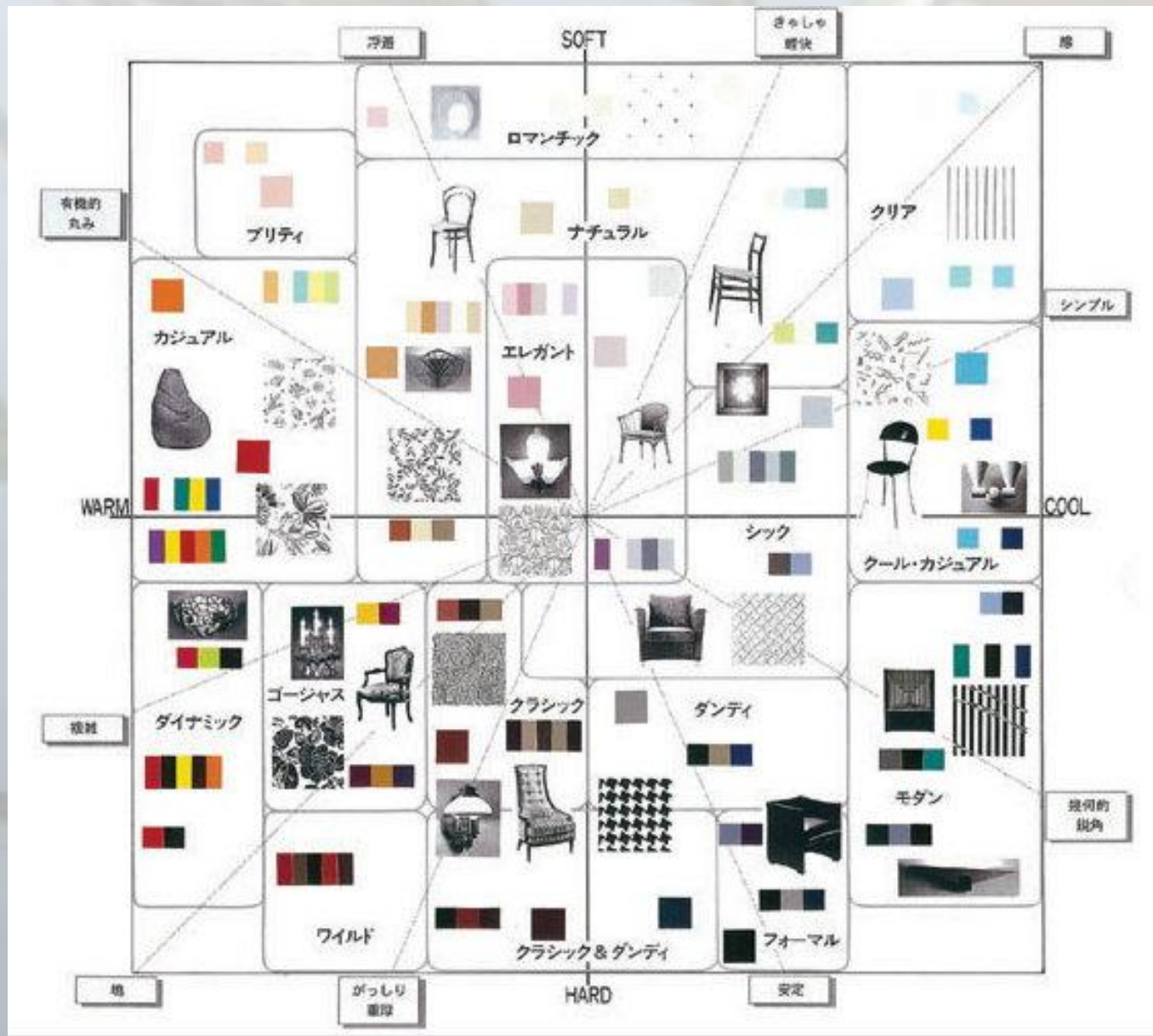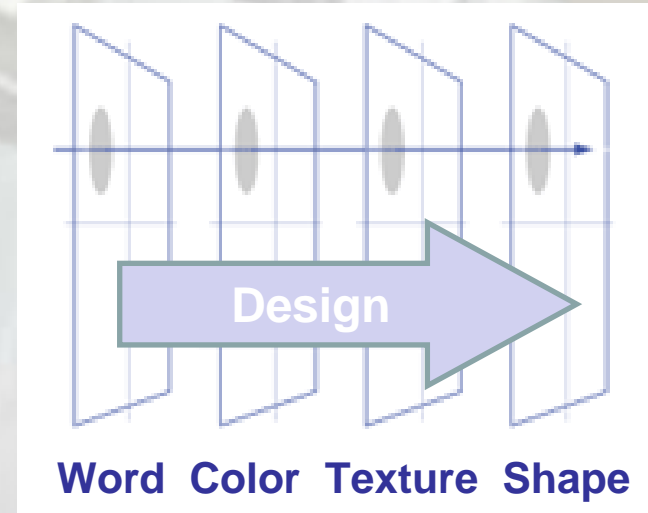
Image Scale for Interior Design

Image Map

- **Their foundamental theory is that Image equivalents between words, color, shape, and material (texture) can be conversed for the purpose of image coordination.**

Word Color Texture Shape

- **Applying in the case of Product Strategic Planning, this can promote Image Consistency and Strengthen Brand Image.**
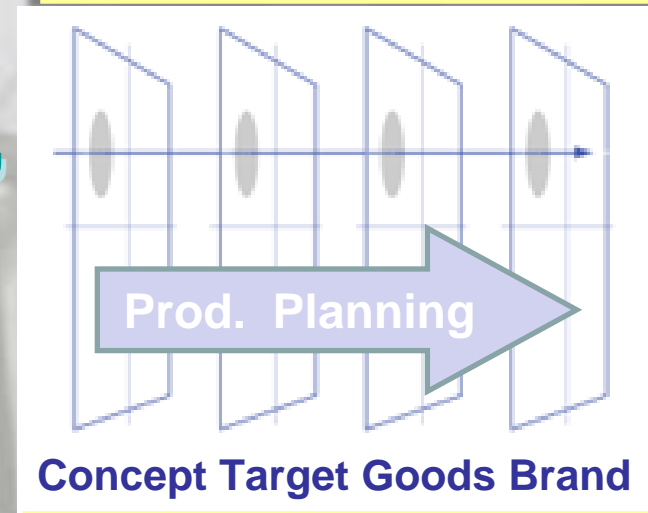

Concept Target Goods Brand

Image Map

- **Therefore, this map is useful in comparing all kinds of images and feelings, and also powerful in strategic positioning.**

- **In various area of applications, the definition of the axes had deviated from the original Soft-Hard vs. Warm-Cool model, they can be varied freely according to the issue in question.**

Product Mapping

- In **strategic positioning**, we actually are benchmarking all related products along two axes that chosen according to **the main issues in competition.**

- **Benchmarking is to define a specific position** for each product on the map.

- When we finished mapping, we can look at the **pattern of distribution** and **perceive the right strategy visually.**
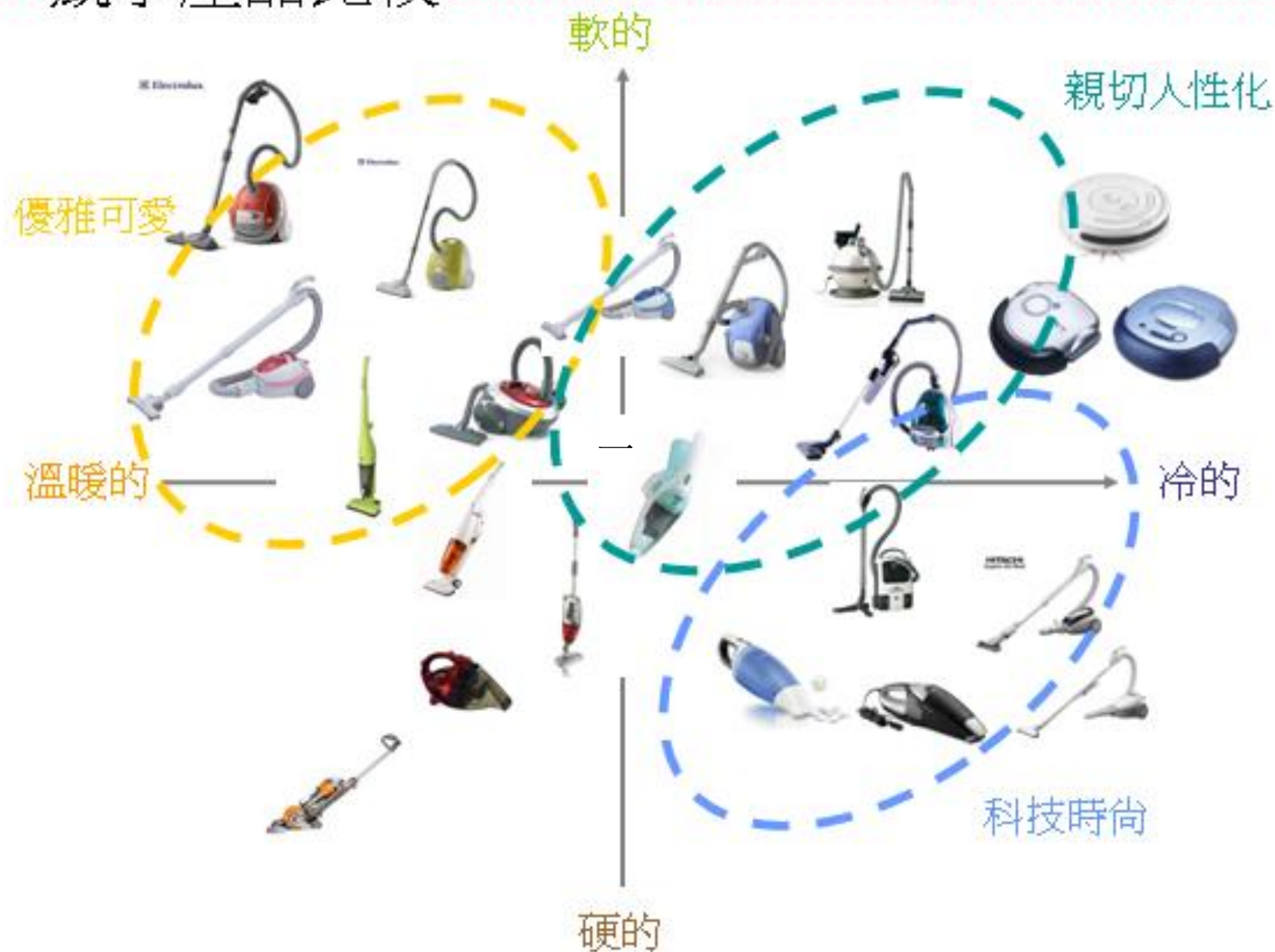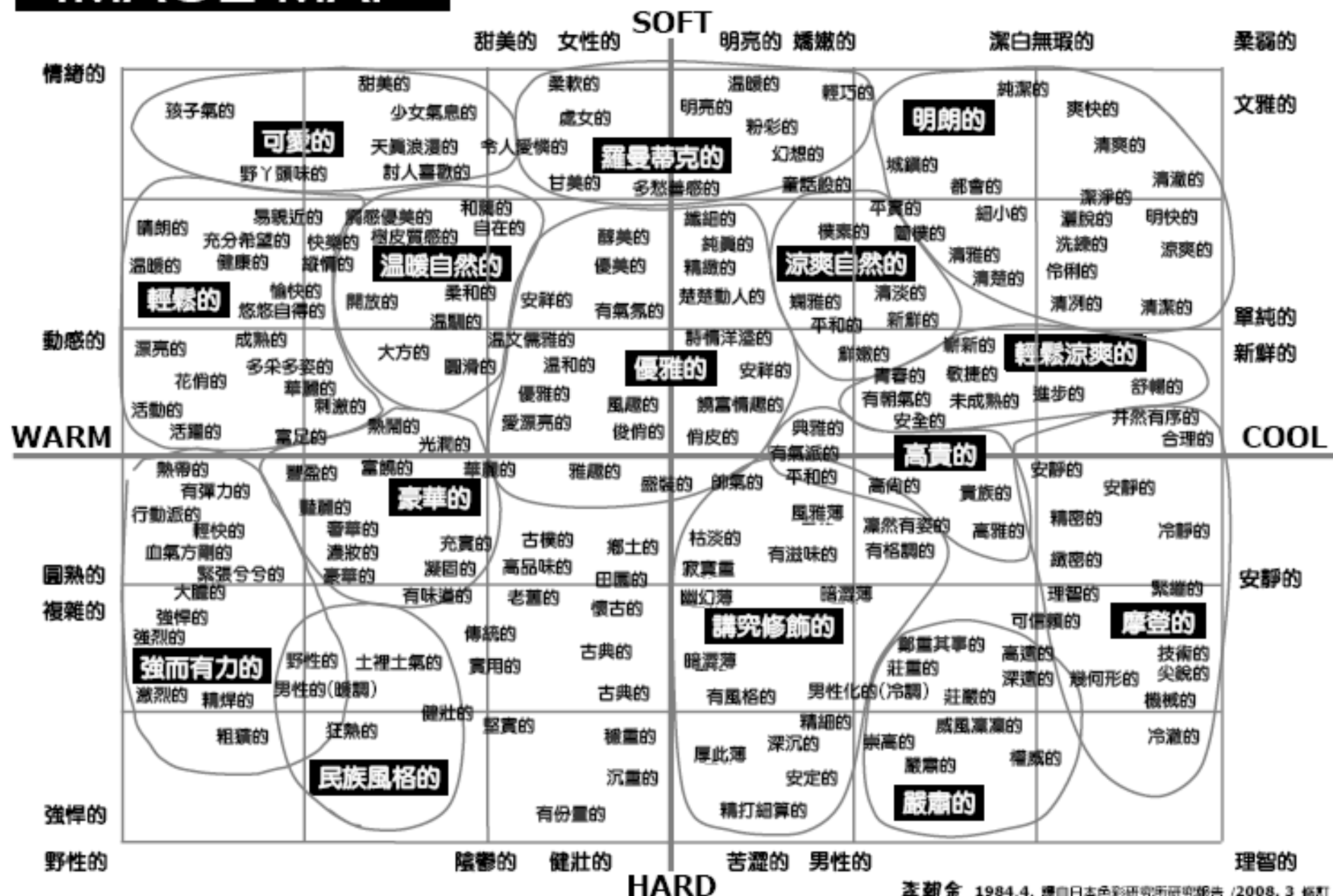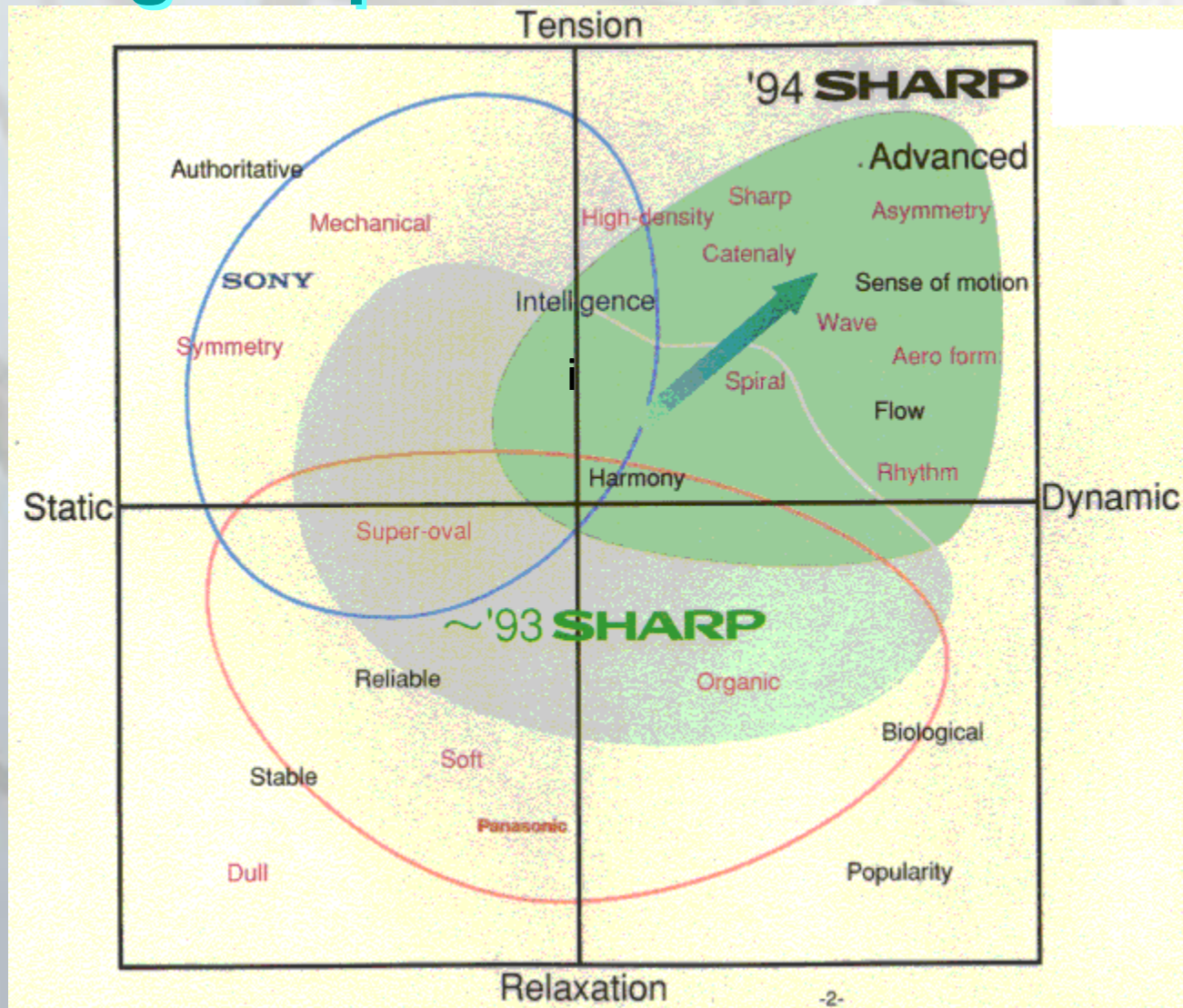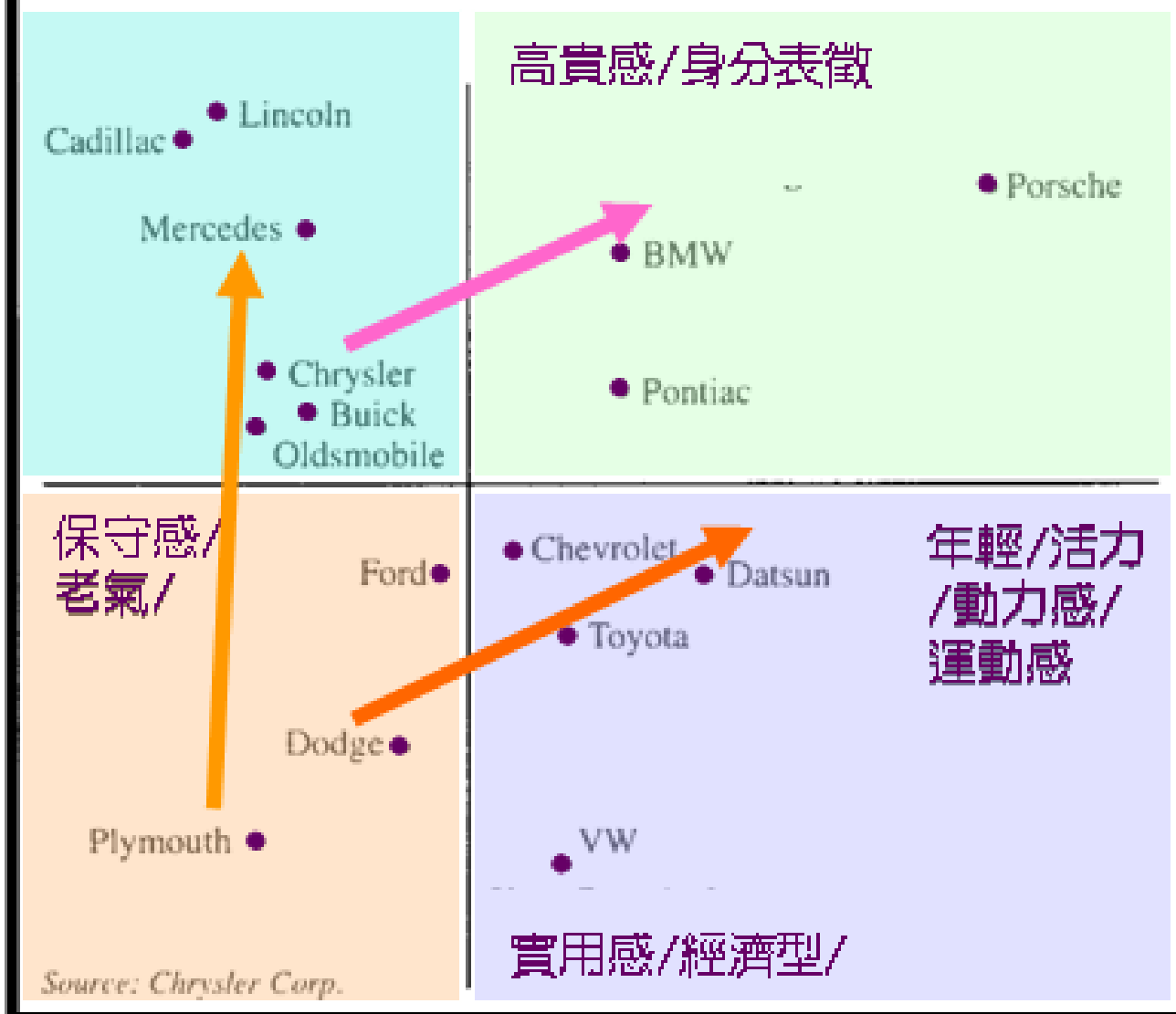
競爭產品比較

IMAGE MAP

Strategic Planning

■ **This Image Map can also be used in S.P.**

24

轎車市場消費者認知策略圖

品 牌 認 知 策 略 圖

高貴感/身分表徵

保守感/
老氣/

年輕/活力
/動力感/
運動感

實用感/經濟型/

Cadillac · Lincoln
Mercedes ·
Chrysler
Buick
Oldsmobile
Porsche
BMW
Pontiac
Ford · Chevrolet · Datsun
Toyota
Dodge ·
Plymouth ·
VW
Source: Chrysler Corp.

Marketing Research & Product Mapping

Thank *You*

……**for your attentions!**