Marketing Research & Product Mapping

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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!
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!
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!
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!
Make better use of User Forum like this:

We can get many user's experiences there.
Occasional questionnaire surveys are still necessary for knowing our users.

- Questionnaire:

1. Have you currently own a domestic scooter?
   - Yes
   - No, I am interested in buying (next page)
   - No, I am not interested in buying (next page)

2. What are the main motivations for buying a scooter? (Multiple choices)
   - Leisure
   - Work
   - Time control
   - Trend
   - Identity
   - Convenience
   - Promotion
   - Influence
   - Other

3. What are the main sources of information for buying a scooter? (Multiple choices)
   - Scooter exhibition
   - Friends
   - Sales personnel introduction
   - Scooter dealer
   - Magazine advertisement
   - Internet
   - TV
   - Radio
   - Other

4. What is the price range of the scooter you bought?
   - Under 30,000
   - 30,000-40,000
   - 40,000-50,000
   - 50,000-60,000
   - Over 60,000

5. What is the capacity of the scooter you bought?
   - 100cc
   - 125cc
   - 150cc
   - Over 150cc

6. How long have you been using this scooter?
   - Under 2 years
   - 2-4 years
   - 4-6 years
   - Over 6 years
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 behaviour.
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.

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

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

優雅可愛

溫暖的

軟的

親切人性化

冷的

硬的

科技時尚
Strategic Planning

- This Image Map can also be used in S.P.
Thank You

......for your attentions!

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