

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)