

Feature Prioritizer™

Solution Overview

In product development, you can spend a lot of time and money developing features that don't make an impact with customers. GutCheck's Feature Prioritizer will help maximize your R&D resources by identifying the top features that drive customer satisfaction. We use industry proven methods, including the Kano Model, to categorize consumer feedback and deliver a focused list of recommendations. Use Feature Prioritizer to

- Determine which features to include in your product
- Inform budget and resources for product development
- Prioritize the features to focus on for marketing communications

How It Works

Consumers respond to a question set for each feature; from those results, we categorize each feature into 1 of 6 segments associated with customer satisfaction.

Want (One-Dimensional)	Attractive	Must-Be	Indifferent	Reverse	Questionable
					
If feature is present or more effective, it increases satisfaction; if it's not, it decreases satisfaction.	If feature is present, it increases satisfaction; if it's not, customers don't mind.	Features that are taken for granted. Customers don't tell you they need them, but if they aren't there, they're dissatisfied.	Customers don't care if feature is present or absent.	Feature presence decreases customer satisfaction.	The feature was misunderstood or confusing to customers.

Car Examples

30 MPG Highway 8" Productivity Screen	Wi-Fi Hotspot 180 Degree View Backup Camera	Air Conditioning Cruise Control	Satellite Radio LED Sideview Mirror Spotlights	Active Park Assist Inflatable Safety Belts	2.7L Eco-boost Hyperdrive
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Key Report Deliverables

FEATURE COMPARISON TABLE

Category Counts by Feature

Feature	Want	Attractive	Must-Be	Indifferent	Reverse	Questionable
Long battery life (battery life > 10 hrs)	245	155	45	15	10	5
... (many more rows)

RECOMMENDED FEATURES SUMMARY

OVERALL KEY FINDINGS
 Also, remote control one's lights, no monthly or yearly contract, no hidden fees or restrictions, and no penalty for stopping service should be included and marketed to customers.

Feature	Category Classification	Counts
Remote control activation	Attractive	80
Lighting from mobile app	Attractive	75
Yearly contract	Attractive	67
High gas levels (Carbon Monox, etc.)	One-dimensional	72
Subscription for stopping service	One-dimensional	61
24/7 security support	Must-Have	95

Overall, remote control of features from the app are considered attractive features. Voice recognition and activation is considered a particularly attractive feature.

Monitoring harmful gas levels was seen as a wanted one-dimensional feature. No fees and penalties will also increase customer satisfaction.

24/7 Security support available was seen as a must-have feature particularly among users who already own a security system.

GutCheck Feature Prioritizer Points of Difference

Kano Model: Uses this industry proven method that categorizes features to provide a clearer picture on what drives customer satisfaction.

Evaluate Many Features: Ability to evaluate up to 50 features in one study.

Targeted Audiences: Test how your features resonate against your specific audience using demographic and behavioral screeners.

Speed & Affordability: Our agile processes and software allow us to deliver results in days at a fraction of the cost of other prioritization studies.

Methodology

Quantitative Kano Model

The Kano Model asks a uniform set of questions per product feature. Based on their combination of responses, we categorize the level of importance of the feature to the consumer.



Audience

Starts at 200 respondents per 10 features

Can be targeted through demographic and behavioral screening questions or a gen pop recruit

Segmentation algorithm programming is available



Study Design & Analysis Available

Executive summary with feature recommendations

Table of feature categorizations and counts

Quota group analysis (if multiple audiences reviewed)

Up to 3 additional questions (not feature specific)



Timeline Parameters

5-7 Days from recruit to report

Additional time in field required for international and difficult-to-reach audiences

