

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)

 λ

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

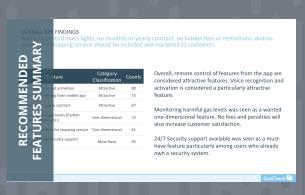
Air Conditioning
Cruise Control

Satellite Radio LED Sideview Mirror Spotlights Active Park Assist Inflatable Safety Belts

2.7L Eco-boost Hyperdrive

Key Report Deliverables





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



