Expanding Product Accessibility with Primary Market Research Techniques

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Voice of the Customer

• Overview of Paper
• Key Points
• Resources
Key Point 1

You MUST understand your customer’s needs!

- Manufacturers and service providers
  - Customer = End User/Consumer

- R&D staff/ academics
  - Customer = Manufacturer

- Academics can bring end user/consumer needs to a manufacturer, but the information must meet the manufacturer’s own needs.
Example Glucose Meter Specifications

The reliable Glucose Monitoring System (GMS) is able to

A. Correspond with doctor's lab reports
   1. Within 10%
B. Should have control solutions - low range and high range
C. Shouldn't have to change batteries often
   1. Last at least 3 months
D. Controls the amount of blood going onto the strip
E. Doesn't break when it's dropped
   1. Should withstand 5 to 6 feet drop onto a concrete floor
   2. Ability to travel with it
F. Works for children when fasting
G. Guarantees privacy and complies with HIPAA

IV. The GMS should be able to be used in
A. Anywhere
   1. Kitchen
   2. Bathroom
   3. Outside
   4. In an automobile
Meeting the Manufacturer’s Needs

**FORTUNE 500 Project**

**Improvements in Usability and Accessibility**

**Features in Mainstream Consumer Products**

<table>
<thead>
<tr>
<th>Consumer Requested Design or Functional Feature</th>
<th>Black &amp; Decker Digital Advantage Toaster/Convection Oven Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bigger - larger capacity</td>
<td>6 slice toaster capacity</td>
</tr>
<tr>
<td>No knobs or dials to turn</td>
<td>Pressure sensitive button controls</td>
</tr>
<tr>
<td>Easier to clean</td>
<td>Non-stick baking chamber for easier clean</td>
</tr>
<tr>
<td>Easier crumb clean-up</td>
<td>Slide out crumb tray</td>
</tr>
<tr>
<td>Larger non-slip handles</td>
<td>Large handles</td>
</tr>
<tr>
<td>Cool outer shell to prevent burns</td>
<td>‘Thermal-Guard’ outer shell</td>
</tr>
<tr>
<td>Better temperature control</td>
<td>Electronic Toast control</td>
</tr>
<tr>
<td>Temperature settings more precise</td>
<td>Digital settings from 200° to 450° F for baking &amp; 1-7 for toasting</td>
</tr>
<tr>
<td>Heat more evenly</td>
<td>Heating elements on top &amp; bottom and convection oven setting</td>
</tr>
<tr>
<td>Defrost button</td>
<td>Functions include defrost, preheat, toast, bake, broil</td>
</tr>
<tr>
<td>Cooking accessories</td>
<td>Baking pan included, muffin pan available</td>
</tr>
<tr>
<td>Automatic shut off</td>
<td>Auto-off timer after 90 minutes</td>
</tr>
<tr>
<td>Auditory cue when finished</td>
<td>Signal Bell/Power indicator/Auto off beeper</td>
</tr>
</tbody>
</table>
**Key Point 2**

- Use methods recognized as rigorous by industry standards

<table>
<thead>
<tr>
<th>Problematic Approach</th>
<th>Rigorous Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single focus group</td>
<td>Multiple groups</td>
</tr>
<tr>
<td>End users only</td>
<td>Include other stakeholders</td>
</tr>
<tr>
<td>Inexperienced moderator</td>
<td>Trained knowledgeable moderator</td>
</tr>
<tr>
<td>Inadequate facilities</td>
<td>Accessible, state-of-the-art facilities</td>
</tr>
<tr>
<td>Lengthy report</td>
<td>Top line summary, concise function listing, appendices</td>
</tr>
</tbody>
</table>
Resources

• **Primary Market Research Training Module**
  – Sampling and recruitment
  – Focus groups
  – Surveys
  – Outsourcing considerations

• **Evaluation Resource Guide**
  – Basic concepts
  – Case studies
  – Sample Instruments
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Thank you!

Any Questions?