

Case Study #2: Product Design



- Client: Large Business Software Company
- Objectives:
 - Identify feature sets that drive customers to choosing the company's product
 - Recommend investment allocations for feature enhancements
 - Recommend unique messaging strategies for several target segments based on differing feature valuations



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- **Approach:**
 - Web-based Adaptive Simalto Survey
 - Online feature education session
 - 500 users and decision-makers covering 8 target markets in each country
 - U.S., Japan, and Germany surveyed
 - 23 product features evaluated, \$ willingness-to-pay estimated for each feature for each respondent
 - Simulation model developed using \$ WTPs to identify optimal feature additions



• Recommendations

- Identified which new features were most highly valued and should receive the highest priority in the company's development efforts.
- Identified the features that should not be considered for future development.
- Uncovered key preference differences in the target segments and recommended that the company consider multiple versions of the products that would take these differences into account.
- Recommended that preference differences be captured in unique messaging strategies.

