ONE PAGE SUMMARY

IT & Software › Product Management › Customer Research

Introduction to Customer Research

Unlocking Customer Insights for Better Products

DEFINITION

> Customer research is the process of gathering information about customers' needs and preferences. It helps businesses understand their target audience to create better products and services.

KEY CONCEPTS

Qualitative Research

This involves collecting non-numerical data, like opinions and motivations, through interviews or focus groups.

Quantitative Research

This involves gathering numerical data through surveys or analytics to identify patterns and trends.

User Personas

These are fictional characters created based on research to represent different customer segments.

Surveys and Questionnaires

Tools used to collect data from customers about their preferences, experiences, and satisfaction.

Market Segmentation

The process of dividing a broad target market into subsets of consumers with common needs.

EXAMPLES

→ Conducting a survey to understand customer satisfaction levels.

→ Creating user personas based on demographic data.

→ Analyzing feedback from focus groups to improve product features.

MEMORY TIPS

★ Remember 'Q' for Qualitative and 'N' for Numerical in Quantitative.

★ Think of 'User Personas' as 'Customer Characters' to simplify the concept.

★ Use the acronym 'SURVEY' to recall Survey, Understand, Research, Validate, Engage, Yield.

COMMON MISTAKES

✗ Neglecting to ask open-ended questions in qualitative research.

✗ Relying solely on quantitative data without context.

✗ Failing to update user personas as market conditions change.

QUICK RECAP

Customer research is essential for understanding what customers want. It includes qualitative and quantitative methods, user personas, and surveys to gather insights. Avoid common pitfalls like neglecting open-ended questions and failing to adapt to market changes.