Pragmatic Marketing Framework™ for Product Research

EXPLORATION → **IDEATION** → **REFINEMENT** → **LAUNCH**

EXPLORATION	IDEATION	REFINEMENT		LAUNCH
		Business Plan	Positioning	Marketing Plan
Market Problem	Market Definition	Pricing	Buying Experience	Customer Acquisition
Win/Loss	Distribution Strategy	Build/Buy/Partner	Buyer Personas	Customer Retention
Competencies	Product Portfolio	Product Profitability	User Personas	GTM Launch

To Answer These Questions

• What challenges, frustrations, unmet needs do consumers have? • How are current competitive offerings addressing these?	• Which segments have the greatest needs? Are any needs unique? • What words do consumers use to describe their needs? What outcomes are they trying to achieve?	• Where/how do consumers find value in the solution? • How to describe the solution to optimize its value/worth? • How well do concepts meet their needs?	• How do you position the solution (words / visuals) to maximize interest/trial? What does the ideal buying experience look like? • Is every part of the marketing mix consistent with the target? What impact does the solution have on consumers' lives? Any missed opportunities?	• Is messaging resonating with target audience? • Is the value proposition compelling for current customer retention?	• Do the sales messages resonate with both inside sales/channel sales? • Do the sales tools answer the right customer questions?
					• How effective are: demos, sales presentations, online cart flow, point-of-sale messages, etc.?

MARKET	FOCUS	BUSINESS	PLANNING	PROGRAMS	READINESS	SUPPORT

Use These Qualitative Methods

MARKET	FOCUS	BUSINESS	PLANNING	PROGRAMS	READINESS	SUPPORT
• Fuzzy front-end discovery through In Depth Interviews (IDIs) • Observational / Ethnography	• Iterative co-creative focus groups • Immersive activities	• Concept evaluation focus groups (similar to the product roadmap exercises, but with prototypes / visuals / demos as much as possible)	• Focus groups & IDIs incorporating projective exercises to humanize insights • In-home usage tests (IHUT) & Human Factors testing	• Online or in-person dial focus groups	• Online surveys with Moment-to-Moment feedback	• Online or in-person dial focus groups incorporating Moment-to-Moment feedback • Online surveys with Moment-to-Moment feedback

MARKET	FOCUS	BUSINESS	PLANNING	PROGRAMS	READINESS	SUPPORT
Competitive Landscape	Product Roadmap	Innovation	Requirements	Awareness	Sales Alignment	Presentations and Demos
Asset assessment			User Scenarios	Nurture	Sales Tools	Sales Support
			Stakeholder Communications	Advocacy	Content	Event Support
				Measurement	Channel Enablement	Channel Support

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