

Challenge



A new blue-tooth lock technology is being developed...

- **Which value propositions best resonate?**
- **Which features are most important and why?**
- **What price point is acceptable?**

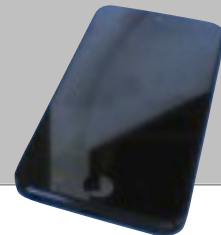
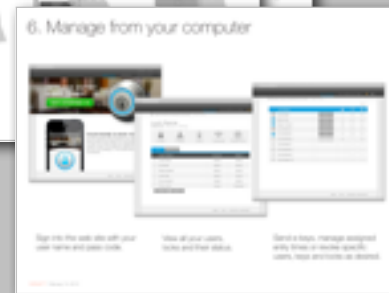
Approach



The client wanted to make decisions quickly and with confidence:

- Focus Groups
- 82 Participants
- LA & Chicago

Methods & tools



A range of methods created a rich context to gather relevant feedback:

- Value propositions
- Illustrated scenarios
- Feature tradeoffs
- Price point scenarios

Results



Findings and recommendations for a successful launch:

- Which value propositions resonate and why
- Feature recommendations and rationale
- Price point and service bundling recommendations