**TEAMS – ROLE PLAY WORKSHEET**

**Instructions**: As the preliminary marketing team for your new product, your goal is to explore potential customer reactions to the new product’s features. **First**, provide your customer audience with a good description of what your new product is all about. **Then**, be sure to identify their perspectives on each of the following issues (following the 4C’s).

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| **Customer Solution** – identify aspects of your product which either match your customers’ interests or otherwise seem to be a mis-match to their needs & wants. |
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| **Cost** – identify the nature of the price concerns raised by your potential customers. Do any other aspects of cost, such as reducing their usage costs or disposal costs resonate with the customers? |
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| **Convenience** – identify the aspects of your product which seem to better improve the overall customer experience that people can expect, including how/where to obtain it, and how easy it would be to use. |
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| **Communication** – identify the aspects of your product which speak most meaningfully to your customer, such that they would be part of an ad or on a label. Do sustainability features matter? |
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| **Other Features** – Record here any additional product features that your potential customer group has led you to believe are important to include. |
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**FOCUS GROUP ‘ROLES’**

**Customer Group #1**:

* You are the “stay the course” consumer. You are happy with the products you already have available to you, and don’t feel the need for any “new and improved” versions that manufacturers put on the shelves every so often.

* You may have switched here and there to a “lower fat” version of a cookie, or upgraded your cell phone to having faster data streaming, but most of the time you don’t think these changes are worth the price they charge.
* When you do show interest in something new, that also tends to cost more money, you want it to be really different and still not break the bank.

**Customer Group #2:**

* You are the innovation-loving consumer, perhaps even an “early adopter” of new products. You are mostly driven by trying new things, changing up the every day patterns of life, and are not overly concerned about the price of a new product if it otherwise strikes your fancy.

* You are the first one to have the newest version of a cell phone, even if your previous phone is relatively new to you. You buy new clothes each season, getting rid of most of the old wardrobe. You like change.
* Your focus is on how any product will fit into your lifestyle and enjoyment.

**Customer Group #3**:

* You are the “green warrior” consumer. Your priority in your consumption is to reduce your footprint on the natural environment and to contribute to social justice.
* You still commute to school or work, drive your own vehicle, eat out with friends, etc. but are conscious of how our air, water, natural eco-systems and own bodies are affected by the processes that lead to consumer products.
* If you found just the right product that would dramatically reduce your eco-footprint, you would champion it to your friends.