

MK 201 Group Assignment...on

Consumer in-depth interview

- Each group to conduct a consumer in-depth interview of the number of consumers equal your team members (for example if you have 13 members, you will interview 13 people. Each team member will have to conduct an interview with 1 consumer)...
- Each member ask all the questions you created. It should take 1-2 hours for each consumer
- Exploratory Research is the dig down for insights, so you have to ask a lot of "Why's"
- Then you are to create a ppt presentation of your findings...you could use visual tools such as graphs, charts to present your facts
- You are also encouraged to use vdo clips of your interview highlights in the presentation
- Then you are to conclude "What insights" you found from conducting this interview in the last ppt presentation slide.
- Please identify name, age, occupation, income (range) and gender of each interviewee (consumer profile should not be a question in the interview)
- **Submission : Wednesday July 8,2020**

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Definitions to know

1. **Consumer Panel**: Number of consumers you want to interview
2. **Interviewer**: Person who does the interview
3. **Interviewee**: Person who is being interviewed

• Tips

1. Please decide how you are going to divide your consumer panel
2. Non-users/ users?
3. Online face to face interview is great, but make sure you cover all 15 questions
4. No need to interview stranger, you could interview your family members, friends, but make sure they are a target consumer in the "AIM" of your research...example, gen X, gen Z, tiny space habitant ,etc