**ASSIGNMENT 3: PROBLEM/SOLUTION INTERVIEW**

Objective of this interview is to find out the 3 most important problems your customer segments view as major issues, understand what solution they currently use, what improvements, if any, they would prefer to see and what price would they find acceptable. Although the purpose of this assignment is not to sell, you may potentially gain prospects for the future. Interview 10-15 individuals that are not friends or family.

This worksheet will help you work on:

Validation Process – Interviews through certain questions

Customer Segments to verify who is most likely to buy from you, product/service offerings, segment problems and solutions.

You can also customize your questions or add relevant questions discussed in Module 2.

Once you completed these worksheets, evaluate the information and summarize your conclusions in Assignment #5.

**NOTE: You will need separate Interview sheets for each customer you interview in each segment. You will want to collect the information and then analyze and make decisions based on your findings. As noted in Module 2, the larger number of potential customers that you interview the better the sampling and more data to analyze.**

**STEP 1: WELCOME**
Briefly set the stage for the purpose of this interview, set approximate timeframe and thank the respondent for taking time. Use the area below to scipt your welcome message.

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| Hi there, My name is Ferzin Mahava and I am a third year chiropractic student at the Candian Memorial Chiropractic College. Although we are trained extensively in neuromusculoskeletal health, we don’t get a lot of training from the business side of things. This year, the school decided to add a business ad ethics component to our courses. If it’s okay with you, I would like to ask you a series of questions today so I can become more familiar with how a business runs and what my patients might be looking for in the future when I graduate. |

**STEP 2: PROBLEM RANKING (TEST PROBLEM)**State the top three problems you identified with your initial assumptions in a list format and ask your prospects if any of these problems are important for them and also if yes, rank them in importance.

Use inquiry format, i.e. “Do you find <problem> to be an issue for you today? If yes, how would you rank it?”

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| --- | --- |
| PROBLEM | RANKING |
| Do you find the healthcare providers you are currently a patient of provide you with all the necessary care for your muscluoskeletal health? This includes, but is not limited to back pain, joint pain or sore muscles.  | 2 |
| Do you find it difficult to afford healthcare services that you require, including chiropractic care? | 3 |
| Do you find living a proactive healthly lifestyle to you is more important than a reactive lifestyle? This means taking preventative cautions is important to you or waiting until something is wrong to seek help for it? | 1 |

**STEP 3: EXPLORE CUSTOMER’S WORLDVIEW**Ask survey subjects to elaborate on how they address the problems today.
Allow them to engage in open dialogue. Ask questions regarding the solution, current provider, selection process of the current provider and pricing details.

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| Current solution: I see my family docor for my muscle soreness, and I bike to work and back to stay healthy.  |
| Current provider:Family doctor.  |
| How current provider was selected:My family sees this doctor, so I registered as a new patient.  |
| Price and terms of current solution:Almost everything is covered by OHIP and I don’t take other medications.  |

**STEP 4: TEST SOLUTION**Go through each Problem identified in Step 2 and describe/illustrate how your product/service addresses it with a solution. The questions should center around:

What resonates with the survey subject from this solution the most.

What can they live without.

What is missing – additional features.

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|  | Solution 1: As far as I know, we are the most highly trained healthcare professionals in musculoskeletal health. I can promise you from now, I can’t cure all your healthcare needs, but I can help you with what I’m an expert in.  | Solution 2: Chiropractic care is covered by many insurance companies, including private insurance. Furthermore, I will charge for my srvices by session, not by time, so I can certainly assess numerous healthcare needs in one session.  | Solution 3: Chiropractic healthcare can be both proactive and reactive. I would like to work with you personally in the future to determine what your needs are, and if I can provide adequate care for these needs.  |
| What resonates most | That you aren’t telling me you can cure everything.  | That you won’t be charging by time, but by session. | That the treatment would be on my terms.  |
| What can be left out | The ‘promise’ factor. | Not everyone has insurance through work, so I wouldn’t generalize.  | Nothing that I can think of.  |
| Missing | Not specifically telling me what you can offer me for treatment.  | The actual cost is not mentioned anywhere.  | It is way too generalized – it has to be more specific.  |

**STEP 5: TEST PRICING**Describe your initial pricing model (i.e. per unit, per hour, subscription, package, etc.) including the intended price point/s, terms and conditions. Gauge response immediately and note any comments.

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| Acceptable price: unsure  |
| Preferred terms: N/A |
| Other comments: I didn’t know a lot about chiropractic care but I am interested in learning more. |

**STEP 6: COLLECT DEMOGRAPHICS**Test Customer Segment. Use the table below to script your specific questions.

If you plan to offer products/services B2C, ask for age and income ranges, profession and family size.

If you plan to offer products/services B2B, ask for years in business, budget range for your offering, decisionmaker for purchasing and number of employees/staff.

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| **B2C** | **B2B** |
| Age Range: 20-25 | Years in Business: |
| Income Range: $30,000 – 50,000 | Budget Range: |
| Profession/Occupation: Public servant for the federal government  | Decisionmaker: |
| Family size: single  | Number of Employees: |

**STEP 7: WRAPPING UP**Ask permission to follow up. Also seek referrals for other interview subjects.

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| Permission to follow up (yes/no): no  |
| Preferred contact information (name and contact):  |
| Referrals: yes  |