

ACTIVITY - 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 3 individuals that are not friends or family. (Note: before actually launching your business, in your 4th year at CMCC or after graduation, you should complete at least 15 interviews to get a more complete understanding).

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

NOTE: You will need separate Interview sheets for each customer in each segment. So if you are doing Business to Consumer and also Business to Business then you will fill out two separate interview sheets

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 **script** your welcome message.

Hello and thank you for participating in this interview. The nature of this interview is to conduct research on real people, about their problems facing chiropractic care. The goal here is to subjectively rank problems of chiropractic care in order to better serve you.

The interview process should only take a few minutes, yet your feed back is worth so much more. I hope to be able to visualize the issues consumers have, and solve them in hopes of offering better care to people in need.

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?"

PROBLEM	RANKING
Do you find the price of chiropractic care matches the quality of care you receive? Should the price of preventative chiropractic care (regular tune ups) be less than the price of reactive/ rehabilitation care (new health complaints)?	1
Do you find the time restrictions of chiropractic appointments limit the quality of care you receive?	2
Do you prefer receiving chiropractic care from a chiropractor who can offer you more than one type of treatment? For example: do you prefer to be seen by a chiropractor with many accolades, or a chiropractor that specializes in a certain domain?	3

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.

Current solution:

Only going to the chiropractor when MAJOR issues arise.

Current provider:

Dr. Steve, at Justine Blainey Wellness Centre

How current provider was selected:

Referral through family

Price and terms of current solution:

40\$/treatment, which is not justifiable if the pain is tolerable, and too much at the end of the month.

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.

	<p>Solution 1:</p> <p>Offer a selection of chiropractic care with varying prices.</p> <p>The majority of people find it difficult to justify the price of chiropractic care as a preventative measure.</p>	<p>Solution 2</p> <p>I hope to create strong relationships with my patients to be able to build custom care plans that satisfy their health care needs.</p> <p>Work one on one with the patient to build a treatment plan so that the time allotted is justifiable for the price they are paying.</p>	<p>Solution 3:</p> <p>Being certified in a variety of alternative care methods such as Graston, ART and acupuncture allows to be tailor treatments to individual needs, as well as offer more to my patients.</p>
What resonates most	Would be more than happy to have weekly preventative care at a lesser price, taking into account all other monthly expenses.	If I know they treatment is tailored to my needs, I can find the price more justifiable for such as “short appointment”. i.e.: Not 40\$ for a cookie cutter adjustment, without know why it benefits me.	I like that I have options, and if one treatment doesn't work, we can try another.
What can be left out	N/A	One on one with patient can be omitted after initial appointment.	N/A
Missing	N/A	If would like to be informed about why the care I am receiving is good for me as opposed to the other treatments.	N/A

STEP 5: TEST PRICING

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

Acceptable price:

There is no one answer for the acceptable price. because, I am more than willing to spend 100\$ on a treatment that I know will work, opposed to a set 40\$/treatment for many treatments that may not work.

\$30 for a treatment in prevention

Tailored rehabilitation plan up to 100\$

Preferred terms:

Direct billing to insurance companies, and after my treatments once I have been satisfied.

Other comments:

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.

B2C	B2B
Age Range: 20-25	Years in Business:

Income Range: \$40,00- \$45,00	Budget Range:
Profession/Occupation: Guest Services Attendant at the fairmont Banff springs.	Decisionmaker:
Family size: 6	Number of Employees:

STEP 7: WRAPPING UP

Ask permission to follow up. Also seek referrals for other interview subjects.

Permission to follow up (yes/no): YES

Preferred contact information (name and contact):Email or phone

Referrals: yes