**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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| 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?”

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| 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)? | 3 |
| 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? | 1 |

S**TEP 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:  See chiro once every 3 weeks, because price.  Book ahead of time, three weeks in advance, because it guarantees a larger time slot. |
| Current provider:  Dr. Steve, Justine Blainey Clinic |
| How current provider was selected:  Referral |
| Price and terms of current solution:  85$/visit  Adjustments, and ART for 30mins. |

**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  Offer a selection of chiropractic care with varying prices.  The majority of people find it difficult to justify the price of chiropractic care as a preventative measure. | Solution 2:  I hope to create strong relationships with my patients to be able to build custom care plans that satisfy their health care needs.  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. | Solution 3:  Being certified in a variety of alternative care methods such as Graston, ART and acupuncture allows me to tailor treatments to individual needs, as well as offer more to my patients. |
| What resonates most | More patient based, making sure the patient is still receiving priority.  Always on time, and a good patient; loyal customers should be taken care of. | That you actually care about the patient.  The time of the appointment should go for the whole time booked. | The fact that you did all the training to be able to help patients to the fullest. |
| What can be left out |  |  |  |
| Missing | Deals once and a while.  Such as coupons, special offers to make sure people without benefits can make the payments. | The time I booked should be the time of my treatment. | Nothing is missing. You got all the training for things your patients will need. |

S**TEP 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:  $35 out of pocket |
| Preferred terms:  Direct Billing.  For the allotted time booked. |
| 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.

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| **B2C** | **B2B** |
| Age Range:  43 years | Years in Business: |
| Income Range:  $30,000++ | Budget Range: |
| Profession/Occupation:  Customer service/ reception | Decisionmaker: |
| Family size:  4 | 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): Yes |
| Preferred contact information (name and contact): Yes |
| Referrals: Yes |