

Challenge

Determine what features to include in a redesign of security software

A large software organization (LSO) planned to re-launch an product in the security software category because the initial product launch captured minimal customer interest.

LSO needed first to understand what customers needed to accomplish with a security software product and, based on that knowledge, to determine the features or bundles of features that would best meet customers' needs.

Solution

B-Link determines relationship between benefits (what the customer wants) and Features (what the product does)

Morpace recommended the B-Link technique to:

- Identify and prioritize the benefits customers are seeking
- Identify and prioritize potential product features
- Link desired benefits with the feature sets that will deliver those benefits.
- Model alternative offerings to determine the features and bundles with greatest customer appeal

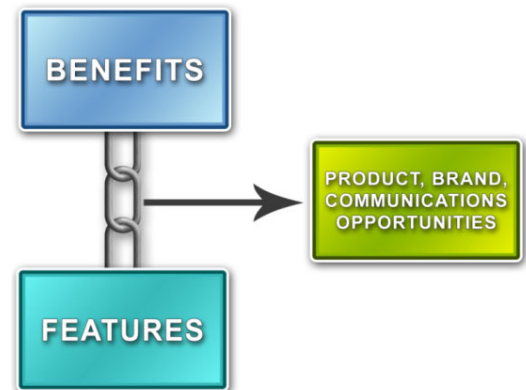
Outcome

A new, more consumer centric offering. B-Link modeling capability allows new feature bundles to be designed and evaluated for future offerings

By integrating the customer's point of view into the planning process LSO was able to develop a product that is more responsive to actual customer needs.

“This research enlisted broad participation among engineering and marketing and led the team to using consumer benefits in addition to features into their decision-process.”

- Client



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