Mapping the Consumer Chain

1. How do consumers become aware of their need for a Product/service?

Companies that need to survey their market, new product launches or service requirements, but lack the resources of the software and a robust data analytics team.

1. How do they find the offering?

Search process is complicated. Usually when someone searches for survey tools on google, the top results are Qualtrics or Survey Monkey. Even when searching for the top 50 survey tools, MostLeast is nowhere on the list.

A screenshot of a survey tool

Description automatically generated

Need to identify the resources they use to look for survey tools: google, word of mouth, recommendations.

Also, the features that companies look for when they’re trying to select survey tools.

Probably reaching out to smaller businesses, schools/institutions, healthcare providers, dealerships – they would be on a smaller budget and lack a robust data team.

Even tech startups for market research, and product feature selection….

1. How do consumers make the final selection?

Need to create a comparison list by price, features, usage, complexity.

We know, Qualtrics and others are complex ones, MostLeast is very intuitive, doesn’t need much learning at all.

1. How to make the consumers order the product/service?

Have to think of a value-based model. Every organization’s need is different, so a pricing strategy that caters to them will be more beneficial.

1. How is it delivered?

For MostLeast, a simple login and license from Caelus, maybe a demo.

1. What do consumers do when they need help with the product?

Caelus wants to move away from the service part completely. So, probably will have to think of this.

Suggest an alternative option to keep the service segment and list the pros and cons for it.

1. Ensure consumer experience is good after the sale.

Probably relates to customer service, need to figure this out as well for Caelus just wants to sell the license and be done with it.

CAELUS – low-cost product, simple to use

GTM analysis – need to iron out the attract features and how to sell the license

Definitely think of marketing strategies.