**Case Study Health Diagnostics – Customer Research.**

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| --- | --- | --- | --- | --- | --- |
| ***How customers score importance of attributes (10= highest importance)*** | | | | | |
|  |  | Public hospital | Private hospitals | Public clinics | Private clinics |
| 1 | Speed | 6 | 10 | 7 | 6 |
| 2 | Ease of use | 7 | 0 | 6 | 0 |
| 3 | Size | 3 | 2 | 8 | 10 |
| 4 | Accuracy | 5 | 9 | 3 | 3 |
| 5 | Reliability | 4 | 7 | 4 | 4 |
| 6 | Customisable | 2 | 8 | 2 | 7 |
| 7 | Lead time | 8 | 1 | 5 | 1 |
| 8 | Purchase price | 9 | 3 | 10 | 2 |
| 9 | Service support | 10 | 6 | 9 | 5 |
| 10 | Financing options | 0 | 4 | 0 | 8 |
| 11 | Training options | 0 | 5 | 1 | 9 |