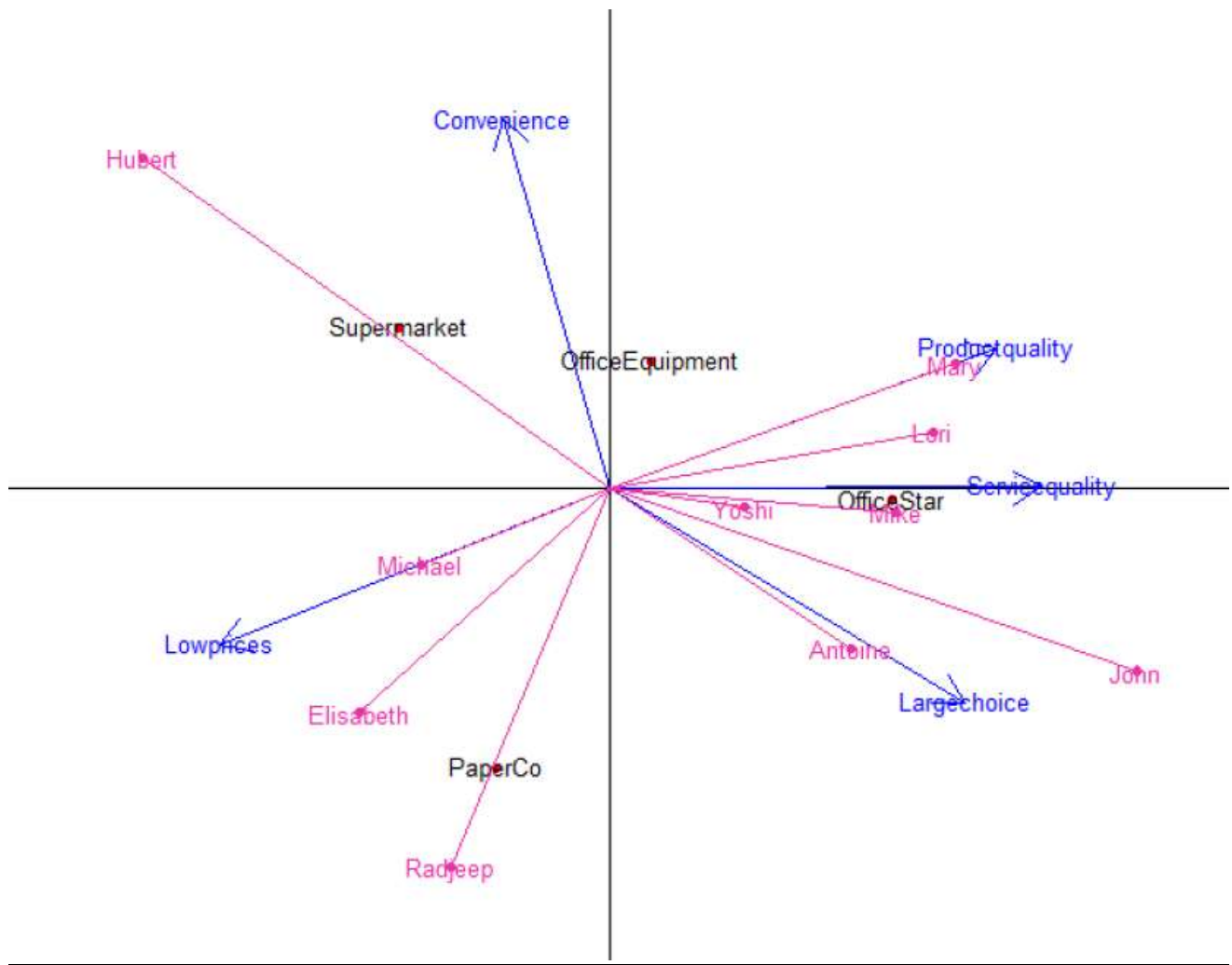


JSM for the Office Star Example



Notes on How to read and interpret a p-map & JSM

1. Attributes are shown with a blue arrow whereas brands are shown as red dots. The origin represents the average value of each attribute.
2. Attributes increase in the direction of the arrow and decrease in the opposite direction (extending the blue line behind the origin).
3. The length of the arrow indicates how important the attribute is in differentiating between the types of brands. The longer the arrow, the more important it is.

4. Lines that are close together (i.e., small angle between them) indicate that the attributes are similar. For example, Product Quality and Service Quality are similar.

5. Drawing perpendicular lines from a brand to an attribute allows comparison of the brands on that attribute. For example, Office Star is the highest scorer on Product Quality whereas paper & Co is the lowest.

6. Overall Preference lines in JSMs are magenta in color and behave like the blue arrows in terms of their properties (i.e., angles indicate correlation, dropping perpendiculars yields brand scores etc).

7. A map like this allows comparison of multiple attributes and multiple companies/brands/ products at the same time. It allows you to see if your product occupies the space in the customer's mind that you intended.

8. It also allows you to identify white space opportunities. In the map above, there are areas that no brand occupies. If the areas are associated with attributes that are important to customers (as determined by your survey) these are white space opportunities for you to explore.

9. Perceptual mapping is a very useful tool for understanding your company's position in the minds of customers relative to competitors. This is crucial to staking out a valuable place that provides long- term competitive advantage for your company and its products.