**Market Research**

Market research Is important as to gauge the pain points of the customers and their current experience about a particular problem and how to develop a consumer centric product.

This can be achieved by conducting surveys and interviews with the customer.

Some of the questions to ask the customer are

1. What is the hardest part of the problem?
2. When did you last observe the paint point?
3. Why was this a difficult problem
4. What have you done to solve the problem?
5. What did you dislike about the possible solutions?

**Once this is done, analyse the data provided by the customers**

**Steps in organizing interview results**

1. Highlight key findings
2. Create post-it notes for each finding
3. Repeat It with different colour for another interview
4. Group post-its
5. Retain group of post-its by more than two people
6. Sort results by priority
7. Create a summary report.

**Quantitative(customer surveys) and Qualitative(customer interviews) research**

**Survey tools for research and analysis**

[**https://www.wordstream.com/blog/ws/2014/11/10/best-online-survey-tools**](https://www.wordstream.com/blog/ws/2014/11/10/best-online-survey-tools)

**Important links**

<https://www.marketingprofs.com/opinions/2014/25374/five-reasons-marketers-should-be-customer-centric>

<https://www.strategyzer.com/blog/posts/2015/11/8-tips-for-conducting-interviews-that-deliver-relevant-customer-insights>

<https://openviewpartners.com/blog/conducting-customer-interviews/#.YNgfaOgzY2w>

<https://www.helpscout.com/blog/customer-survey/>

<http://www.verticalresponse.com/blog/12-steps-to-create-an-effective-customer-survey/>