

Title: Customer Insights

**A Mediumroast, Inc. study report enabling attributable market insights.**

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# Introduction

This Customer Insights study includes two phases separated by 5 years. The first phase was performed as as a part of a 2014 research project that emphasized A/B testing for a customer study indexing application. While the second phase, conducted in late 2019, both uncovered new themes and validated key ideas surfaced in the first phase. In the second phase the emphasis was to investigate a single competitor/partner candidate, Aha!, to to determine if the key themes, detected within the first phase, had or had not been already addressed. While details are accounted for in the Opportunities section, the conclusion is that the themes still largely remain unsolved by companies who build tools for product management, project management, and program management disciplines. Further, research continues to test both the user experience and refine elements of these key themes with product managers at companies like Ring Central, Google, Chaos Search, and so on.