

Stakeholder Questions to Increase Product Line Revenue

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Prompt

Assume you are working on a project for a business that has tasked you with finding a way to increase revenue across one product line by 5%. You are welcome to create the product line if it helps complete the assignment, but this is not required. Create a list of 10 questions you would ask the stakeholders and SMEs to solicit input needed to initiate this project.

Goal

The goal of the set of ten questions is to gain input on what the stakeholders/SMEs know about the product, what they expect the product to do, and when they would know the product is successful apart from the 5% increase in product revenue. These questions should presumably follow the standard questions asking about the stakeholders/SMEs roles and past experiences.

Product:

The product that is being sold is a fitness band that links the exercises done on “band-friendly” machines to the user’s progress over time stored in a database. The user is able to access their workout and progress on a mobile app.

Questions:

1. Who should the fitness band be sold to? Should it be for gym trainers, a set of motivated gym goers, or for the general public?
2. Would you consider expanding this population base (if not already for the general public) to include the general public?
3. What kind of complaints and issues arise with the product right now? Would resolving them convince others to buy the product?
4. Why should customers buy this fitness band over our competitors? What unique benefits does the fitness band provide?

5. How does the fitness band fit within the overall product strategy of gym machines that track your progress?
6. Is the fitness band more or less important than other gym products, and accordingly, should the product's price be raised or lowered?
7. How would you like the fitness band to be advertised? As a very high-tech gym equipment or as common as a traditional smart watch? (Advertisements bring up the question earlier regarding accessibility.)
8. Should the fitness band be sold by itself or be offered as part of a package deal with other gym products?
9. What are your thoughts on selling the fitness band as a package deal to a gym membership rather than an individualistic tech piece?
10. In addition to the gym membership, would a yearly subscription for additional benefits in the mobile app deter from the fitness band's identity as a free progress tracker?

References

Goodwin, K. (2021, July 19). *A stakeholder interview checklist*. Boxes and Arrows.

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<https://boxesandarrows.com/a-stakeholder-interview-checklist/>