

CASE STUDY – 10EQS CrowdSolved B2B Voice Of the Customer

All-in-One Medical Tablet Device

BACKGROUND

- A medical device firm requested 10EQS' assistance to provide front-line expert insight into the design, marketability, and use case of a cardiology-specific medical device.
- The client sought global input from specialist physicians in 10 countries.

10EQS APPROACH

- 10EQS Crowdsourced experts in the US, India, South East Asia, Africa, and Europe using global and local resources
- Identified specialist preferences with regard to device design elements, possible use cases, preferred characteristics, and areas of concern

KEY STATS

Project Type: Voice of the Customer Analysis

Delivery: 2 weeks

Team: 7 Interviewers, 30 Experts (Physicians)

Geography: US, UK, Germany, Nigeria, Egypt, South Africa, India, Indonesia, Philippines, Vietnam



RESULTS

10EQS produced comprehensive interview notes for each interview and a short executive summary covering:

- Gaps and unfilled needs in physician practices
- Approaches to diagnostics, patient management, and hospital technology infrastructure
- Criticality and highest priority characteristics for the medical device under development
- Potential marketability and pricing