

## Voice of the Customer & Market Research – Hazardous Lighting Products

### Project Scope and Description

Entering the US market with a new LED lighting product for the hazardous environment is a highly complex venture that demands meticulous planning, the allocation of substantial resources, and unwavering commitment. Guided by an experienced lighting professional with a strategic outlook, the project's success hinges on executing each step meticulously to penetrate and thrive in the fiercely competitive US lighting market.

This initiative requires the expertise of a subject matter expert familiar with the hazardous environment LED lighting sector, encompassing knowledge of pertinent sales channels and distribution networks. The core task will be to orchestrate and execute a Voice of the Customer (VoC) campaign targeted at users and/or sellers of hazardous environment LED lighting. The insights garnered will be pivotal in crafting targeted marketing and sales strategies.

### Project Deliverables

#### 1. Objective Setting

- **Goal:** Grasp the specific needs, pain points, and expectations of customers utilizing explosion-proof LED lighting in hazardous environments.
- **Milestone:** Establish campaign objectives and KPIs within the first week.

#### 2. Customer Segmentation

- **Goal:** Pinpoint and classify distinct customer segments within the hazardous environment LED lighting market, focusing on industries such as oil & gas, mining, and chemical manufacturing.
- **Tools:** Advanced data analytics platforms (e.g., Tableau or Google Analytics).
- **Milestone:** Complete segmentation within two weeks from the start of the campaign.

#### 3. Data Collection

- **Activities:**
  - **Surveys:** Deploy online surveys via email or on product web pages.
  - **Interviews:** Conduct in-depth interviews with key clients or frequent purchasers.
  - **Focus Groups:** Organize virtual focus groups with participants from identified segments.
- **Tools:** Use SurveyMonkey for surveys and Zoom/Teams for interviews and focus groups.

- **Milestone:** Finish data collection within one month.

#### 4. Customer Feedback Platforms

- **Goal:** Leverage feedback directly from review platforms and social media to enhance product development and marketing strategies.
- **Tools:** Industry-specific review platforms and social media monitoring tools (e.g., Hootsuite).
- **Milestone:** Implement continuous monitoring, generating monthly feedback trend reports.

#### 5. Data Analysis and Insight Generation

- **Goal:** Analyze the collected data to derive meaningful insights regarding customer expectations, product usage, and satisfaction levels.
- **Tools:** Utilize SPSS for statistical analysis, NVivo for qualitative data analysis, and Excel integrated with PowerBI for comprehensive data visualization.
- **Milestone:** Complete the initial analysis within two weeks following the end of data collection.

This enhanced scope and project plan provide a structured approach to introduce a new hazardous environment LED lighting product in the US market, aiming to ensure a thorough understanding of the target market and effective engagement strategies

Please provide an outline of how you would approach this project and why you think you would be the right person to work on this project.