

Addressing the Issue – Information Gaps

– “WIWIK”



Key Questions

What do we need to know?

Emerging trends

Competition

How consumers view our brand

6Ws Information

- Who?
- What?
- Where?
- When?
- Why?
- What else?

What We Need To Know

- Size of market
- Market trends
- Who is the customer?
 - Develop personas
- Who are competitors?
 - **S**trengths
 - **W**eaknesses
 - **O**pportunities
 - **T**hreats

Addressing the Issue – Information Gaps – “WIWIK”

What else I wish I knew....

ABOUT	WHAT	POTENTIAL SOURCES QUANTITATIVE/ QUALITATIVE
WHO? Who are your consumers?		
WHAT? What do they want/need?		
WHERE? Where do they satisfy want/needs?		
WHEN? When do they satisfy want/needs?		
WHY? Why are products and brands used/chosen?		
WHAT ELSE?		