

Identifying Product Features

A Zappos Expertise Case Study - Customer Research

Challenges

- Co-working is growing in the US as a “fill the seats” model and needs innovation which can redefine this paradigm
- Students and millennials may have unique needs when it comes to participating in a co-working startup incubator
- With limited physical space, defining allocation of resources is integral

Solution

- Conducted focus groups with the target market
- Designed and coded customer survey
- Analyzed survey results

Results

The client gained a strong understanding of the optimum features to offer in their space, allowing for better decisions around costs and benefits to their bottom line.

By carefully aligning their value propositions with the unique needs of their target market, they were able to create a higher demand for their co-working space.

Analysis revealed the real value of an alternative to the traditional “fill the seats” model. This allowed the business to capture a unique segment of fashion-industry clients for their co-working space.

Background

A co-working space enlisted Zappos Expertise to define the set of product features they should offer. Targeting a specific niche of young, up-and-coming designers in the fashion industry, they hypothesized that they needed to evolve their value proposition far beyond just a desk and a stimulating space to co-work.

But first, they had to identify the set of features that would most appeal to their target market.