

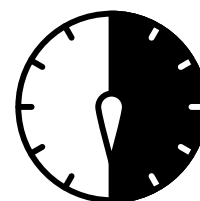
# INCORPORATING CUSTOMER FEEDBACK DURING PRODUCT DEVELOPMENT



**RECOMMENDED FOR**  
Product managers



**SKILL LEVEL**  
Intermediate



**TRAINING LENGTH**  
6 hours

## TRAINING CONTENT

Learn how to use customer feedback throughout the product lifecycle in order to make data-driven decisions about what products and features your customers are looking for.

- + Understanding how customer feedback can be implemented in the product lifecycle
- + Organizing product ideas by looking at customer feedback and operational data
- + Testing a product concept to determine how well an idea resonates with a target audience
- + Using Conjoint to find the optimal combination of features for your target consumers
- + Optimizing your pricing strategy through advanced pricing solutions
- + Developing a product feedback cycle that incorporates consumer data into your product development strategy
- + Best practices on taking insight-driven action to strengthen your products' position

## HOW IT WORKS

This training is 6 hours with two 30 minute breaks and contains slide presentations and opportunities for hands-on practice. Every attendee needs to bring his or her own laptop and charger. All other materials needed will be provided.

# TRAINING AGENDA

This hands-on training is designed for product managers and UX designers who want to optimize their product using feedback and better design it for customer needs. In this training, you will learn how to collect and incorporate feedback at multiple touchpoints in the product development lifecycle.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:15 PM	<b>Introduction to PX Research</b>  Discover how including customer feedback can help design products your customers want, iterate feature improvements, and build loyal customers.
12:40 PM	<b>Prioritizing Ideas</b>  Learn how to identify and prioritize product ideas with customer input for future product development.
1:10 PM	<b>Defining Your Concept With Conjoint</b>  Learn how to use conjoint analysis to optimize and define your concept's feature set early in product development..
1:30 PM	<b>BREAK</b>
2:00 PM	<b>Defining Your Concept With Conjoint (cont.)</b>
3:00 PM	<b>Refining through Concept Testing</b>  Learn how to inform your product's development through concept testing with customers prior to building.
4:00 PM	<b>BREAK</b>
4:30 PM	<b>Preparing your Product to Launch</b>  Learn how to prepare your product for launch by getting feedback on naming ideas, optimizing pricing, and testing your ads.
5:30 PM	<b>Establishing a Product Design Feedback Cycle</b>  Create an iterative product design cycle at your company and capture actionable feedback for ongoing product improvements.
6:00 PM	Closing Remarks