Word Cloud Exercise for an Activity Domain to Identify Customer Experiences and Problems:

Find an online source of "chatter" (such as a blog, confessional website) related to one of your potential customer segments for your customer activity domain and create a word cloud using an online cloud generator (e.g., wordclouds.com). What stands out or was surprising to you? Here's an example of a word cloud generated from a consumer interview:



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- HE IS 31 YEARS OLD. HE IS A MARYLAND NATIVE AND CURRENTLY RESIDES THERE.
- He purchased a pair of shoes.
- He purchased Under Armour® sneakers for everyday use.
- The consumer bought it himself.
- Himself, his girlfriend, and the sales associate that helped him had roles in the decision making.
- He was casually looking for a shoe at the time and his girlfriend happened to be with him. She was a "second set of eyes" for him to help him confirm that it was a good purchase to make. The sales person made sure that the shoes were the best pair for his needs.
- He went into the store without the intention of buying shoes. So she was a "second set of eyes" for style and price. She helped him justify his purchase.
- The associate helped him with a few styles that were the best for everyday
 use based on customer reviews and his personal opinion. When they didn't
 have the style he wanted, the associate helped him order it via the store's
 website.

Continued (see complete transcript)

Source: Transcript from MBA 722 CB Exercise, and word cloud created for MKTG 353 New Product Development course, School of Business, George Mason University. Word cloud Exercise developed by Dr. Matt Shaner, and revised by Dr Laurie Meamber

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