

**Examples of Analyzing Results**

**From VOC Interviews**

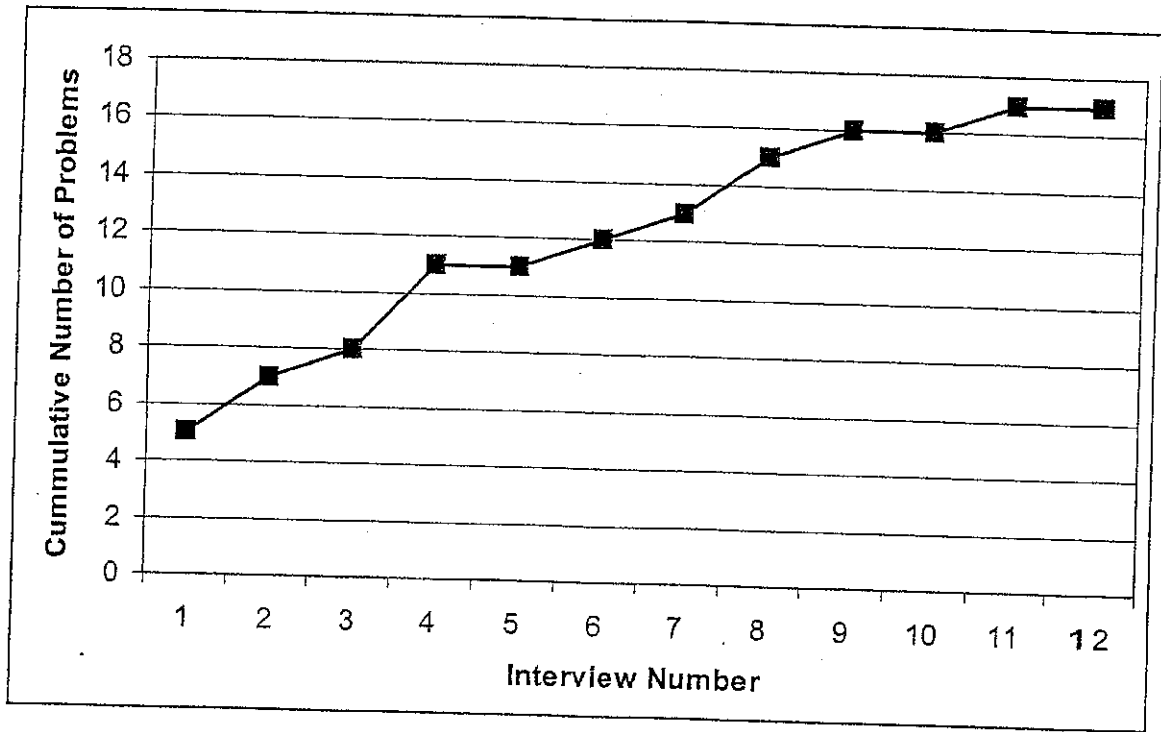
**Prof. Albert Page**

Voice of the Customer:  
Problems with Lunch Boxes

1. Having to carry the lunch box after eating lunch
2. Keeping the food cool.
3. Lunch box getting cracked or damaged
4. Difficulty storing the lunch box in a refrigerator without it getting crushed.
5. Difficulty cleaning the lunch box.
6. Keeping food from getting wet from ice left in the lunch box.
7. Difficulty keeping food warm.
8. Difficulty storing lunch without it getting crushed.
9. Having only one handle to carry a lunch box.
10. Difficulty in keeping items cool and warm simultaneously.
11. Trouble remembering to bring the lunch box home.
12. Lunch box is too bright.
13. Lunch box is too heavy to carry.
14. Lunch box is too bulky to store in the kitchen.
15. Lunch accidentally falling out of the lunch box.
16. Leaking thermos inside the lunch box creating a mess.
17. Having lunch and/or lunch box stolen.

Problems generated per interview:

	New Problems	Cumulative # of New Problems
Interview 1: 1, 2, 3, 4, 5	5	5
Interview 2: 6, 7	2	7
Interview 3: 3, 8	1	8
Interview 4: 1, 5, 9, 10, 11	3	11
Interview 5: 3	0	11
Interview 6: 12	1	12
Interview 7: 3, 11, 13	1	13
Interview 8: 5, 14, 15	2	15
Interview 9: 9, 16	1	16
Interview 10: 3	0	16
Interview 11: 17	1	17
Interview 12: 2, 5	0	17



Analyzing VOC Interview Notes or Transcripts:  
Buckets and Mops

Respondent Comments	Opportunity
<ul style="list-style-type: none"> <li>- I clean the kitchen then the bathroom</li> <li>- I usually clean the kitchen first, but if the bathroom looks worse I'll start there</li> </ul> <p>The bathroom is cleaned at the same time as the kitchen.</p>	<p>The mop should be suitable for both kitchen and bathroom.</p>
<ul style="list-style-type: none"> <li>- The bathroom is so small that it is easier to clean with a sponge.</li> <li>- I use either a vacuum to clean up all the hair. If that doesn't work then I use a sponge with no cleaner on it. The bathroom is full of hair and the sponge works better.</li> <li>- I have a mop with a sponge style head with a wringer. It is precise because the head has a definitive edge.</li> </ul> <p>Alternatives to mops are used in the bathroom/to clean corners.</p>	<p>A mop that is small enough to clean smaller and hard to reach areas, such as the bathroom or in corners.</p>
<ul style="list-style-type: none"> <li>- Mop with a sponge style head with a ringer... I do like...the current sponge, but you have to do more swipes to get the whole floor clean. The old mop (a fabric stripe mop) covered more area so the cleaning went faster.</li> <li>- I don't have to do anything but put on the sheet and mop. Then I can remove it and I am done. No bucket, no dirty mop head. The whole process takes less time.</li> </ul> <p>Efficient use of time is important.</p>	<p>Shortening the entire cleaning process.</p>
<ul style="list-style-type: none"> <li>- I sweep the floor and then I put the sheet on the mop and then mop the floor.</li> <li>- I sweep first then I fill the bucket with water, add the soap, stick the mop in and then ring it out and mop the floor.</li> <li>- Well the initial removal of the loose dirt is one of my biggest problems with cleaning the floor.</li> <li>- Vacuuming is the best method, mopping just puts a shine on the floor.</li> <li>- Scrubbing it on my hands and knees. That way I really get everything clean. Sometimes the mop just moves dirt around.</li> </ul> <p>Sweeping/vacuuuming is important in cleaning the floor because mops are not suited to pick up dirt particles.</p>	<p>A mop that can pick up dirt without vacuuming/sweeping, or, alternatively vacuuming/sweeping that can also clean.</p>
<ul style="list-style-type: none"> <li>- The little scrubbing portion is not big enough.</li> <li>- You put pressure on the Swiffer to get up the sticky stuff and the handle bends so you can't get the leverage you want.</li> <li>- The sticky stuff is hard to get off.</li> <li>- I use a sponge because it is easier to get up tough</li> </ul>	<p>A better way to remove stains.</p>

<p>stains with my hands. Effective removal of Sticky stains is critical.</p>	
<ul style="list-style-type: none"> <li>- [The reason I purchased the mop was] it had the wringer and I thought I wouldn't have to touch the mop.</li> <li>- It is easy to ring out. I don't like to touch the mop head.</li> <li>- Dripping is an issue. There is a problem controlling the amount of water in the mop.</li> <li>- I have a mop with it own wringer.</li> </ul> <p>Wringing out the mop is a critical feature/issue.</p>	<p>A mop must have a wringer that doesn't require touching the mop head and is effective at removing the right amount of water.</p>
<ul style="list-style-type: none"> <li>- I feel like the floor gets cleaner when I use hot water.</li> <li>- The water sometimes gets cold before I'm finished with the floors, and I have to add hot water to it.</li> <li>- Warm water makes it easier to get the difficult stains off of the floor.</li> </ul> <p>Consumers think hot water is necessary for cleaning.</p>	<p>Ways to keep the water hot longer or make the water hotter.</p>
<ul style="list-style-type: none"> <li>- I put it in the corner mop head down to let it dry. Then I cram it into the hot water heater closet. I have hooks in there, but the mops don't fit on the hooks.</li> <li>- I put it in the furnace closet.</li> <li>- I let it dry in the sink. Then I put it into the closet. The closet doesn't have a lot of room.</li> </ul> <p>Storage is frequently in a small closet.</p>	<p>Convenient storage options for small places.</p>
<ul style="list-style-type: none"> <li>- We used to use a mop and bucket, but the bucket doesn't fit under the faucet to fill it up. It is also a pain to empty it out. If you pour the dirty water into the sink or the toilet it makes it dirty and we just cleaned it.</li> <li>- The sink works fine. I can't lift a bucket very well. If it spills then I have to clean the whole place again. I just clean the sink last.</li> </ul> <p>Filling and emptying bucket is difficult.</p>	<p>Improve the handling of water in the floor cleaning process.</p>