

Scorecard on Perceptual Map

- What is the primary purpose of a perceptual map in market analysis?
- How confident are you in explaining what a perceptual map is to a colleague?
- Have you ever used a perceptual map in your business or marketing strategy?
- What attributes would you consider important for creating a perceptual map for your product or brand?
- How would you go about collecting data to create a perceptual map for your market?
- Can you identify a market gap using a perceptual map for your product or service?
- How often should you update your perceptual map to keep it relevant?
- What additional tools or methods would you use alongside perceptual maps to get a fuller picture of your market?
- What challenges have you faced or anticipate facing when creating a perceptual map?
- How do you plan to address the limitation of oversimplification in perceptual maps?
- Do you feel comfortable interpreting a perceptual map? Why or why not?
- How has learning about perceptual maps changed your approach to market analysis?
- In what ways do you think perceptual maps can benefit your specific business or industry?
- What steps will you take to implement perceptual mapping in your next market analysis project?