

Defeating feature fatigue case study example

[Business](#), [Marketing](#)



Times have changed overtime and appliances have become advanced in a way that they can handle more functions. Devices such as the cell phones have evolved to have many features and the refrigerators that have television sets installed along with them. Juxtaposition is placed to the manufacturers between maximizing customer satisfaction in the long term and increasing sales volumes. This is because some customers don't use the many functions that have been introduced for the various devices as they are complex, although some users like using these functions. Manufactures make monstrosities of their various products because they are cost effective as most of these features satisfy the needs of the various users including the early adopters.

The standard techniques of market research and the economic theory supports the rule that the more the features the more the sales volume. The desire to choose a device that is capable of performing a variety of functions drives a customer to purchase a device than the desire of using the various functions that it offers. Research conducted proved that once a customer uses a high feature device the preferences change even though they are a given a manual to assist in knowing how to use it and they are more likely to consider the usability of the product.

Companies should consider the long term equity of the customer and not only the initial choice of the customers and offer simple products instead of the products that are rich in features. Offering decision aids to consumers will help to identify which products offer the features that best suits their needs and offering product trials that are extensive. Providing products that perform the central task that they need it for is vital in increasing the sales

volume. Using the particular product in conducting research on the suitability of the product functions help to ensure that the research is relevant in the decision making process of the managers. A happy customer is able to maximize their long term of the company as the customers are not exposed to feature fatigue.