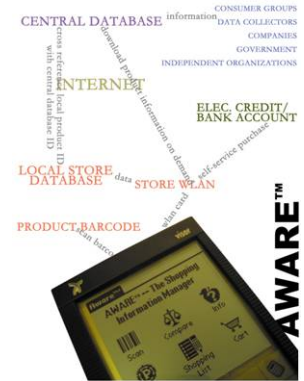


**Marketing Research Design and Analysis
University of Michigan Business School**

Course Project Information Form

**AWARE
THE SHOPPING INFORMATION MANAGER**



Section 1: Company Description

A group of undergraduate, graduate, and faculty researchers at the University of Michigan is pursuing a new product concept funded by the Environmental Protection Agency. Preliminary marketing research, engineering design, and prototyping has been pursued over the past three years for a general version of the product, and the researchers are now focusing on environmentally related services.

Section 2: Project Description

Aware – The Shopping Information Manager - Description

The main purpose of Aware is to help consumers make more informed decisions about products by providing customized information on-location and on-demand. We believe Aware will improve the shopping experience while making it easier, faster, and more fun. Simultaneously, we believe Aware will excite stores and product manufacturers by giving them the opportunity to gain competitive advantage, and also by providing them with new kinds of detailed feedback.

Our design is a shopping information manager that can be used with a standard consumer-owned PDA or can be purchased by stores as stand-alone units. The device contains a barcode scanner and a wireless Internet connection (WLAN) for real-time downloading of product information from a central database. Users customize the device by choosing which kinds of product information they are concerned about. For example, people with dietary needs can watch for specific ingredients or nutritional information; conscientious consumers can set alerts about production processes and corporate policies such as genetic modification, animal testing, or environmental issues; shoppers can check for endorsement information from organizations like Consumer Reports and Co-op America, or from other shoppers; and consumers can find recipes, check for preparation information, or search for best price. The device could also be used to purchase products using electronic payment so that the shopper can avoid waiting in queues to check out. Additionally, for marketing purposes, the barcode data that is collected with Aware can be associated not only with actual purchase behavior, but also with the rules and preferences entered by the individual consumer so that manufacturers gain information as to *why* their products were or were not purchased (i.e., how many consumers actually care about genetically modified foods and are willing to alter their purchase behavior based on it?) A home version of Aware (AWARE@home) allows users to monitor their use of utilities such as gas and electricity and predict cost and environmental savings that could be gained by changes in behavior or use.

In this stage, we are focused on providing information related to environmental impact of the product, service, or producer to see if convenient access to this information will change consumer behavior.

Section 3: Specific Research Questions

The AWARE research team will present this project in Washington DC in April 2005. At that time we wish to have measurements to assess the degree to which access to different types, levels, or presentations of information might change consumer behavior for different types of consumers. Tools covered in MKT 618 such as conjoint analysis may be helpful in this assessment. Because the AWARE prototype will be under development this semester, the final version will not be available for the survey. Therefore, we would like two deliverables from the team:

1. Design and analysis of a preliminary survey using information that does not include the AWARE prototype but instead asks general or hypothetical questions to assess consumer reaction to environmental information or to provide a baseline.
2. A final survey design and analysis setup that the AWARE research team can administer in the Winter semester to collect final data once the prototype is complete, including analysis “templates” (in Excel, etc) to help us analyze the data that we collect.

Ideally, we would like the final surveys to be relevant to both the AWARE and the AWARE@home applications; however, we will work with the team to ensure that the scope is manageable within the context of the course.

Section 4: Other pertinent information

One of the AWARE product designers, J Michalek, has previously audited the MKT 618 course and is aware of the scope and expectations. All AWARE research members are located on-campus and are available for meetings and questions.

A preliminary prototype of the general AWARE concept has been designed to work on the Handspring Visor. It is helpful for explaining the concept, but would probably not be useful as a marketing survey tool. The prototype software will be made available and will run on any Windows or PalmOS machine. Additionally, the team will have access to a report and Power Point presentation about Aware as well as previous marketing research including previous survey design and analysis.

Section 5: Contact Information

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