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Questioner on Community Driven Product Development Approach

A research to identify the new product development approach and barriers to spread consumer driven product development in Sri Lankan society. (Developing products through consumer support and ideas). Data collect from Graduated professionals after 2007 of all field categories from University of Moratuwa.

1. What is your profession?

Engineer Designer Architect
Quantity Surveyor

2. Are you engage with development projects taking peoples' knowledge outside the company?

Yes No

3. How often you using internet?

Daily 2- 3 Times a week Rarely

4. Are you familiar with any of those words?

Product development All the above
Community driven product development None of the above
Social product development
Virtual communities

5. How much you Familiar with those web sites functions compared to each other?

	Never	Sometimes	Often	Always	Extremely
Goods purchasing					
Social web sites					
Internet Blogs					
Product Development					
Freelancing					

6. What are the web sites you know from following?

www.edisonnation.com
www.quirky.com
www.kickstarter.com
www.inventwithnokia.nokia.com
www.yankodesign.com
www.windowphone.uservice.com

7. Any other customer oriented product development web sites or firms you know than the above?

.....

.....

8. How you heard about those web sites for the first time?

Here		Friend		Web search	
News		Introduced by an Organization			

9. Are you a member of any community that developing products by consumer feedbacks? Then what is it?

.....

.....

10. Did you submit ideas, support or invest on any of those projects

Yes		No	
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11. If you work with them to develop consumer products, what is your target?

Good product	
Earn Benefit	
Voluntary Support	
Just for fun	
Self-Satisfaction	



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12. Are you looking for quick benefits only?

Yes		No	
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13. Please put if you know any product development firms using people ideas and comments for their product design and development in Sri Lanka

.....

.....

14. Do you interested to give your ideas for companies' product development process?

Yes		No		Depends	
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15. Why you are backward to give your invention ideas for companies' product development?

	1 Min	2	3	4	5 Max
Trust					
Benefit					
Time					
Return on investment					
Risk					
No Chance					

16. What are most suitable stages you can engage on product development?

	Non	Slightly	Generally	Completely
Concept				
Research				
Design				
Production				
Branding				
Testing				
Pricing				

17. What are the major reasons that Sri Lankans not involving on design development by people through internet?

	No 1	2	3	4	Yes 5
Communicated about systems					
Quick income					
time					
Benefit on spending time					
Complex					
Trust on companies					
Some web sites need to pay					
Trust on people (idea copying)					
Intellectual property rights					
Ideas exists					
Interest on design					
Knowledge					

18. What are the risks you face?

	Never	Minor	Medium	Very	Extremely
Less benefit					
Busy, No time					
Ideas going public					
Idea Cheaters					
No knowledge					
No interest					

19. Do you think globally developed products did not cater Sri Lankan requirement and need a customer oriented product development system?

Yes No Only for selected categories

20. What is the major approach in your company at the moment?

Bottom- Up Top- Down
Mixed Both

21. Rate those barriers to spread community gathered product development in Sri Lanka?

	Low 1	2	3	4	High 5
Internet use					
Creativity/ Knowledge					
Time consuming					
Global Information					
Capital Investment					
Price income level					
Production cost					
Technology					
Complex process					
Resources					
Quality					
Risk					
Idea insurance					
Cultural issues					
Government Restrictions					

23. Do you think we can develop/ redesign products especially for Sri Lankan culture?

Yes No Not Sure

24. What do you think the best communication method to take it in to Sri Lankan society?

	Bad	Acceptable	Better	Good	Best
TV					
Internet and web					
News papers					
Mobile apps					
Firms and companies					
Organizations and Institutes					
Schools and Universities					

26. What you think the barriers to Introduce web based communities in Sri Lanka?

	Bad	Acceptable	Better	Good	Best
Lack of Communication					
Lack of Internet and web usage					
Lack of design and engineering Knowledge					
No trust					
No proper guidance & Teaching					
No proper foundation to manage					

27. What are the available ways to develop ideas in Sri Lanka?

Developing traditional concept in to modern requirement
 Substitute concepts develop for Sri Lankan context
 Develop products under those limitations
 Engage people in to existing firms' product development process
 Engage with international global communities for product development
 Organize virtual communities for Sri Lankan requirements

Identify the new Product Development Approach and barriers to spread customer driven product development in Sri Lankan society.

1 Why you are backward to give your invention ideas for company's product development?

Trust		%
Benefit		%
Time		%
Return on investment		%
Risk		%
No chances		%
Other :		

2 What are most suitable stages you can engage on product development?

Concept		%
Research		%
Design		%
Production		%
Branding		%
Testing		%
Pricing		%
Other :		

3 What are the major reasons that Sri Lankans not involving on design development by people through internet?

Communicated about those systems		%
Quick income		%
Time		%
Benefit on spending time		%
Complex		%
Trust on companies		%
Some web sites need to pay		%
Trust on people (idea copying)		%

Intellectual property rights		%
Ideas exists		%
Interest on design		%
Knowledge		%
Other :		

4 Rate those barriers to spread community gathered product development in Sri Lanka?

Internet use		%
Creativity/ Knowledge		%
Time consuming		%
Global Information		%
Capital investment		%
Price income level		%
Production cost		%
Technology		%
Complex process		%
Resources		%
Quality		%
Risk		%
Idea Insurance		%
Cultural issues		%
Government restrictions		%
Other :		



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5 What do you think the best products suitable for Sri Lankan Culture?

Automobile		%
Electronics & Power		%
Health & Fitness		%
Home & Garden		%
Kitchen accessories		%
Parenting & Kids		%
Play		%
Travel & Adventure		%
Office supplies		%
Furniture & Consumer products		%
Software & IT		%
Other :		

6 What you think the barriers to Introduce web based communities in Sri Lanka?

Lack of Communication		%
Lack of Internet and web usage		%
Lack of design and engineering knowledge		%
No trust		%
No proper guidance and teaching		%
No proper foundation to manage		%
Other :		%

7 What are the available ways to develop ideas in Sri Lanka ?

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