

Mission Statement and Customer Needs List

Team GM2

Lane Ballard	Amber Mazooji
Tom Burns	Minja Penttila
John Celmins	Chris Piscitelli
Paul Glomski	Tomer Posner

Mission Statement: Cadillac Rear Seat Tray Table

Product Description

- A system providing rear seat passengers of Cadillac vehicles a horizontal surface for work or play

Key Business Goals

- Support Cadillac brand strategy by enhancing the level of luxury and personal comfort
- Differentiate Cadillac from competitors
- Add functionality for customers
- Serve market size of over 200,000 vehicles per year

Primary Market

- Current and future Cadillac car and SUV customers with rear-seat passengers
 - Customers with children
 - Business customers (e.g. corporate-owned vehicles, driving services)

Secondary Market

- Aftermarket dealer installations

Assumptions and Constraints

- Can be easily integrated into the assembly process
- Is consistent with Cadillac brand philosophy
- Will be aesthetically pleasing
- Will meet government safety standards

Stakeholders

- Cadillac brand
- Purchasers and users
- Lansing Grand River Cadillac plant
- Interior suppliers
- Dealer network

Customer Needs

The table is comfortable to have in the car.

- Unnoticeable to front seat passenger
- Does not restrict the comfort of the backseat passenger
- Allows adequate passenger movement while deployed
- Allows access to the floor of the vehicle while deployed
- Does not change the amount of leg room
- Can be used by all ages
- Accommodates a range of body types

The table is easy to maintain.

- Sturdy
- Durable
- Cleans easily
- Removable

The table is easy to use.

- Is compatible with car seats
- Is operable with one hand
- Is easy to deploy

The table protects items placed on it.

- Provides storage for small electronics
- Retains items placed on it during travel
- Stable under rough road conditions and turns
- Can accommodate a beverage container
- Supports a book in a comfortable reading position

The table is safe.

- Does not snag, pinch, or harm the user
- Is not a hazard in an accident

The table helps passengers do what they want.

- Working on a laptop
- Reading a book/magazine
- Putting on makeup
- Listening to music
- Playing cards
- Coloring
- Eating
- Talking on the phone
- Talking to other passengers
- Entertaining small children
- Sleep

The table is high quality.

- Is aesthetically pleasing (nice finish, touch & feel)
- Has a smooth surface for writing/drawing
- Will maintain or enhance the look of the interior
- Offers illumination of work area during use
- Can hold pictures/images or is personalizable
- Provides a power source

Process Description

Initial meeting – 2/19/2004

- We introduced ourselves and decided on the team's GM contacts.
- We divided among the team members the responsibilities of acquiring customer needs and developing our mission statement.
- We decided to collectively follow the guidelines in the book for acquiring needs. We created a survey for the team to use as a guide for discovering needs.

Group meeting – 2/22/2004

- We decided on a weekly meeting schedule. (Tuesday/Thursday 12:00pm).
- We reviewed and discussed the Mission Statement.
- We listed the needs on a white board, reviewed and consolidated them through group discussion. The final list of needs was organized by categories.
- We reviewed the requirements for the next assignment, discussed how we are going to derive target specs from our needs list, and addressed how we are going to work together on making coherent sketches of our design concepts.

Process Comments:

- The need gathering technique described in the book was followed. The team members turned to various possible market segments to gather information – both current Cadillac owners and potential target market members (such as families with children, business users, etc.).
- The group is rather satisfied with the list of needs compiled. It addresses a wide range of needs that our target market would ideally answer with our product. Some of the needs already suggest the trade-offs we will have to deal with in deciding on our product specifications. We have discussed some of these, and will do more of this once we have generated some product concepts.
- Overall, team buy-in was assured regarding needs, mission statement, and team member goals.

Survey Questions

- Age:
 - % Time as passenger:
 - Type of vehicle:
 - Role (circle one): purchaser / influencer / end user
1. Are there any features you would like to add to the back seat of your car?
 2. What types of things do you do while riding in the car?
 3. If there was a table in your car, what would you use it for?
 4. Do you have any concerns about having a table in your car?
 5. Have you used a tray table on an airplane? Can you describe it?
 6. What did you use it for?
 7. What did it do well?
 8. How would you improve it?

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