

Automotive Manufacturing

5S Poster

Sort

Set in Order

Shine

Standardize

Sustain

Market Research Questions

Where are you going?
Why are you going there?
Who else needs to go? How many passengers?
How fast do you need to get there?
What cargo do you need to bring with you?
What makes mobility hard for you?

Customer Likes and Dislikes Questions

What colors you like or dislike and why?
What kinds of materials do you like or dislike and why?
What kinds of bumpers, lights, or windows do you prefer?
What other kind of style or flair do you want?