

Interviewer: Earlier, you said that you really like the different colors of the changeable faceplates. Why is this important to you?

Consumer: It keeps me in fashion.

Interviewer: And why is being in fashion important to you?

Consumer: I feel like others look up to me when I stay in fashion

Interviewer: Any other reasons for choosing this cell phone and service that you can think of?

Consumer: No—that's about it.

Interviewer: Thanks very much for the interview.

Task, Part 1

Using the following template, Create a Means-End Map that contains the Means-End Chains representing the relationships uncovered by the previous laddering interview related to cell phones and service.

<u>Features</u>	(Consequences) <u>Benefits/Disadvantages</u>	<u>Valued End States</u>
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