Please return to Dr Robert Phaal, rp108@cam.ac.uk (participation is optional; all data will be treated in confidence, and anonymised)

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**7 Ps Marketing Mix Roadmap**

**Templates**

**Feedback**

<table>
<thead>
<tr>
<th>Completed by:</th>
<th>........................................</th>
<th>Role:</th>
<th>........................................</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location:</td>
<td>........................................</td>
<td>Date:</td>
<td>........................................</td>
</tr>
</tbody>
</table>

Your feedback on the utility of the template would be appreciated for research purposes. Names and organisations will be kept anonymous.

### 7 Ps roadmap template #1

### 7 Ps roadmap template #2

1) Tick which **template** you used – tick one box only:

2) Rate **ease of use** for the template you used (i.e. intuitive to use; self-explanatory) on a scale of 1 (low – challenging to use) to 5 (high – easy to use):

   Low: 1 2 3 4 5 High

3) Rate the **degree of completeness** achieved in given time (i.e. coverage of the topic in terms of depth & breath) on a scale of 1 (low level of completeness) to 5 (high level):

   Low: 1 2 3 4 5 High

4) Rate **consistency of output** (i.e. clarity & coherence of content) on a scale of 1 (low level of consistency) to 5 (high level):

   Low: 1 2 3 4 5 High

5) Rate **quality of output** (where ‘quality’ = ‘strategically helpful in terms of understanding and decision making’) on a scale of 1 (low level of quality) to 5 (high level):

   Low: 1 2 3 4 5 High

6) Please note any **comments** you have on the experience of using the template you were provided with, highlighting perceived **benefits** and **drawbacks**:

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