

CASE STUDY: ATTITUDE & USAGE RESEARCH

BACKGROUND & OBJECTIVES

Major Consumer Durables Company

GOAL: update category knowledge and drive feature development, innovation, pricing and business strategy

OBJECTIVES: understand category dynamics and perceptions/performance of the different product offerings and major brands



METHODOLOGY

Online survey

Information collected: category usage, importance attributes, pain points, competitive brand profiles, and purchasing dynamics – past, current and future

Discrete choice exercise including pricing, brand and current or potential features.

Identification/classification of early adopters and category enthusiasts



RECOMMENDATIONS & RESULTS

Developed strategies and innovation ideas for feature development, pricing and communication

Identified attractive cross-selling opportunities across company's product portfolio

Developed targeting strategy focusing on frequent category purchasers, early adopters and category enthusiasts

Identified opportunities based on category usage and product migration patterns

Prioritized product improvements based on pain points