

How many of you have been on this type of tour?



"It is Tuesday, so we must be in Italy..."

This may feel a little like that tour...

We will be giving an overview of many techniques as an introduction and we hope that you come back for a longer "tour" of those that interest you.





Toilet Trees

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What's new in qualitative data gathering methods?

SSP Conference - October 2012

Well...maybe not new, but new to sensory applications.

- Sensory scientists are being called on to guide more and more of product development efforts.
- By borrowing and adapting methods from our market research colleagues, we can:
 - Gather more and different types of "data"
 - Make decisions with not only more information but also stronger consumer insight
 - Answer more research questions
 - And ultimately make more profits for our companies



Many options to consider...

- "Traditional" Qualitative

- ☐ IDIs/Focus Groups/Exit Interviews
- ☐ In Home/Ethno/Shop Alongs
- ☐ Collages

- Online Qualitative

- ☐ Non real time (asynchronous)

- Online discussion board
- Online Communities
- Social media (FB, Twitter)
- Data mining from on-line sources
- Pinterest

- ☐ Real time (live)

- Online text chat
- Webcam

**And even
more...**



With all of these options,

How do we choose the best qualitative methods to meet our research objectives?



Choosing Among Qualitative Methods

- Consider these two questions first:
 - Is confidentiality absolutely essential?
 - Do the target respondents have easy access to internet enabled computers or smart phones?

- Then the following:

- Time
- Geography
- Individuals or groups
- Top of mind or in depth
- Senses - what will respondents need to see, smell, hear, touch or taste?
- Unobtrusive or engaged
- How the respondents will communicate - speech, writing, other ways?
- Client involvement
- Output

**Not that different from
quantitative testing...**



What is Our Challenge?

How might we use consumer interactions and insights to **improve the consumer experience with toiletries** supplied at the conference hotel.



In what ways can we answer our challenge?

For this workshop, we will answer
our challenge using
new qualitative methods,
ideation and co-creation.



Overview of Data Collected

- Data mining from on line sources
- Expert Interviews
- Pre-recorded on-site interviews with participants
- Twitter and Facebook
- Pre-conference survey
- Shop Alongs
- Video Diaries
- Pinterest and Collages
- **Note: The “data” has been modified for the workshop so that we can work with it inside the time allotted.**



Data Collected

■ Data mining from on line sources

- Quick Google Search for "Opinions on Hotel Toiletries"
 - Search resulted in newspaper editorials, blog entries and comments from hotel toiletry users

■ Expert interviews

- Interviews with Marketing representatives at three hotel chains
 - Upscale hotel, focus on urban locations (Radisson)
 - Family suites hotel (Country Inn & Suites)
 - International hotel (Sofitel)
- Output with key points summarized



■ Pre-recorded on-site interviews with participants

- Interviews conducted after using the products in the hotel
- What we have collected:
 - 15-minute interviews
 - Audio recordings have been transcribed and key points summarized



Data Collected



■ Twitter and Facebook

- TWITTER: Obtaining real-time feedback. Have thoughts on how to improve the hotel toiletries experience at the conference? Follow us: [@SSP_2012](#)
- FACEBOOK: Conducted a Facebook call-out by asking questions about hotel toiletries in a personal status entry. Note: you can do this on your company's Facebook page or a page devoted to consumer research. Give us your opinion via Facebook by searching for the group [Ssp_2012](#) and writing a comment!
 - Collected 10+ comments from friends per question

■ Pre Conference Survey

- Surveyed SSP Membership
- 125 Responses to a 10-question (mostly open-ended) survey about hotel experiences with toiletries
 - 90% of responses received in under a week's timeframe

■ Product Sort

- Consumers sorted products based on their perception of which products were for women, were for men, and that were "welcoming"
 - 5 product sorts are summarized into photographs of the soft and key attributes for the category the were sorted into



Data Collected

■ Shop Alongs

- Interviews conducted in mass market retailers
- What we have collected:
 - 2 20-minute interviews
 - Audio recordings have been transcribed and key points summarized
 - Photos in store

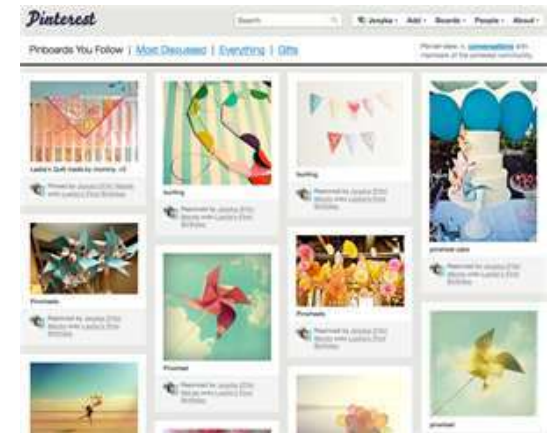


■ Video Diaries with Attendees

- Participants were asked to keep a video diary of their reactions to the personal care items here at the hotel
- Video has been converted in to key photos and quotes

■ Pinterest and Collages

- Pin boards from 4 consumers and 2 conference attendees.
- Collages from 4 consumers and 1 conference attendee.



Logistics...

- What happens now?
- In your break out groups you will have:
 - 10 minutes to review data and agree upon Insight
 - 30 minutes for ideation techniques and co-creation
 - 3 Different Methods - 10 minutes each
 - 10 minutes to review
 - PROS/CONS handouts created for you to jot down thoughts as ideation sessions progress



But First... a Review of Creative Behaviors

- Be BRAVE

- ☐ Stretch your comfort zone!

- NURTURE Every Idea

- ☐ Build on others' ideas!
- ☐ Not sure an idea will work? Don't like an idea? Make it better! (Yes, and...)
- ☐ Avoid judging based on what's been done before

- Be PLAYFUL

- ☐ Having fun enables new neural connections to form!

- Exhibit FRESHNESS

- ☐ Attack the problem from multiple perspectives
- ☐ Use of lateral thinking



Insights

1. I would like customized products for different skin types.
2. When I travel and stay in a hotel, I want the toiletries to make me feel pampered.
3. I feel cheated when hotels have toiletry dispensers in the shower.
4. I use hotel toiletries as a no-risk way to try a new brand.
5. I rarely use the toiletries while I am at the hotel, but I always bring them home with me. I can use them, give them to a shelter or even sell them on ebay.
6. There are some toiletry items consumers are not willing to risk and will carry their own.

