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

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.

“It is Tuesday, so we must be in Italy...”
What’s new in qualitative data gathering methods?

SSP Conference - October 2012
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 Along
  - 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 online 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 online 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 into 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.