Aspirations to Attributes: Linking aspirational personas to desired product attributes in the homecare category

A. Gabel, J. Melnick, K. Robeson, L. Youshaw

Introduction

Aspirational desires (psychological, social and/or economic) are frequently used to segment consumers and can be a powerful tool to understand what drives their behavior. However, little is understood about how to best link those aspirational personas to the consumer's desired product experience. This research provides practical guidance on how to holistically combine product attributes that can help consumers fulfill their aspirational goals.

The hybrid method utilized in this research offers the ability to triangulate data from multiple aspects of the consumer experience helping to ensure consumers’ revealed sensory priorities are uncovered and not simply stated priorities.

Methodology Overview

Phase I: Ethnography Method

- **Goal:** To understand the desired product attributes from the perspective of the respondents.
- **Method:** Focus groups, participant observation and in-depth interviews.
- **Participants:** 20+ ritualists, delegators, and warriors.
- **Data Collection:** Direct observation, participant observation, and in-depth interviews.
- **Findings:** Ritualists seek tools that will make hand dishwashing fun and efficient, while delegators desire tools that are easy to use, and warriors prefer tools that are durable and easy to clean.

Phase II: Preliminary Analysis for Link Lab™ Prep Method

- **Goal:** To identify key attributes and their importance to each persona.
- **Method:** Principal Component Analysis and Hierarchical Cluster Analysis.
- **Findings:** Ritualists prioritize functionality, delegators prioritize ease of use, and warriors prioritize durability.

Phase III: Link Labs™ - Method

- **Goal:** To identify the desired product attributes that align with each persona.
- **Method:** Link Labs™ are multi-purpose sessions where consumers are immersed in the desired product experience.
- **Findings:** Ritualists prioritize fun and efficiency, delegators prioritize ease of use, and warriors prioritize durability.

Phase IV: Final Analysis - Linking Aspirations to Product Attributes

- **Goal:** To identify the desired product attributes that align with each persona.
- **Method:** Key Screening Criteria and consumer research.
- **Findings:** Ritualists prioritize fun and efficiency, delegators prioritize ease of use, and warriors prioritize durability.

Results

Ritualist Priorities

- **Ease of Use:** Fast, convenient, and easy to use.
- **Comfort:** Soft, comfortable, and enjoyable.
- **Appearance:** Stylish, attractive, and aesthetically pleasing.

Warrior Priorities

- **Ease of Use:** Durable, long-lasting, and easy to clean.
- **Comfort:** Ergonomic, comfortable, and reliable.
- **Appearance:** Functional, practical, and unobtrusive.

Delegator Priorities

- **Ease of Use:** Easy to use, simple, and accessible.
- **Comfort:** Comfortable, easy to hold, and easy to manipulate.
- **Appearance:** Simple, clean, and well-designed.

Sensory Priorities

- **Fragrance:** Relaxing, soothing, and calming.
- **Tactile:** Soft, smooth, and gentle.
- **Visual:** Clean, crisp, and appealing.

Conclusion

- **Product Needs:** The product needs to be designed to align with each persona's aspirations and priorities.
- **Design Direction:** The design direction should reflect each persona's desires, allowing them to feel fulfilled and satisfied.
- **Marketing Strategy:** The marketing strategy should focus on highlighting the unique features of the product that align with each persona's desires.

Figure B. Link Lattitudes

- **Phase I:** Ritualists
- **Phase II:** Delegators
- **Phase III:** Warriors
- **Phase IV:** All personas
