

Introduction

Aspirational desires (psychological, social and/or economic) are frequently used to segment consumers and can be a powerful way 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 aspirations.

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 their stated priorities.

Methodology Overview

Conducted in Suburban Philadelphia, PA - the research consisted of:

- **Phase I:** Fourteen one-hour ethnographies*
- **Phase II:** Analysis/Prep for Link LabSM
- **Phase III:** Three 2.5-hour Link LabsSM*
- **Phase IV:** Final Analysis

*All participants completed a pre-work assignment about their ideal hand dishwashing accessory.

Key Screening Criteria:

- Women ages 24-54
- Responsible for washing dishes at least most of the time
- Hand wash at least a majority of their dishes
- Must not dislike washing dishes
- Primary purchase of household products
- Household Income: \$30,000+
- High School Graduate +

Detailed Methodology



Phase I: Ethnography Method:

1. Observation of hand washing dishes
2. Behavioral probing - "What's your strategy?"
3. Kitchen exploration - "What's under your sink?"
4. Tool discussion/unmet needs
5. Ideal tool discussion

Benefits:

- The ethnography allows the research team to:
- Observe consumers' natural and **actual behaviors**, which can be difficult to accurately self-report.
 - **View all accessories** - many of which had been stored and forgotten until the team asked to look under the sink.
 - See the consumers' natural environment (neighborhood/home) and their interactions with household members for **deeper context**.



Phase II: Preliminary Analysis for Link LabSM Prep Method:

1. Identify needs gaps between current accessories and the ideal.
2. Develop sensory flights covering a range of product attributes to potentially solve for these unmet needs.

Benefits:

- This analysis
- **View all accessories** - many of which had been stored and forgotten until the team asked to look under the sink.
- See the consumers' natural environment (neighborhood/home) and their interactions with household members for **deeper context**.



Figure A. The final stimuli set included various materials from the following categories: abrasiveness, bristles, outside material, inside material, grip, sponge, scraper, fragrance, color and pattern.

Detailed Methodology (continued)



Figure B. Link LabSM Components

Phase III: Link LabsSM Method:

Link LabsSM are multi-purpose sessions (Figure B) designed to identify consumer priorities and linkages between sensory attributes, functional and emotional benefits and aspirations.

Benefits:

- Consumers are able to articulate not only which product attributes they want, but also the importance of each.
- Prevents consumers from creating overly-complex ideal products.
- Discussion probes force consumers to connect desired product attributes to the benefits they provide.

Phase IV: Final Analysis - Linking Aspirations to Product Attributes Method:

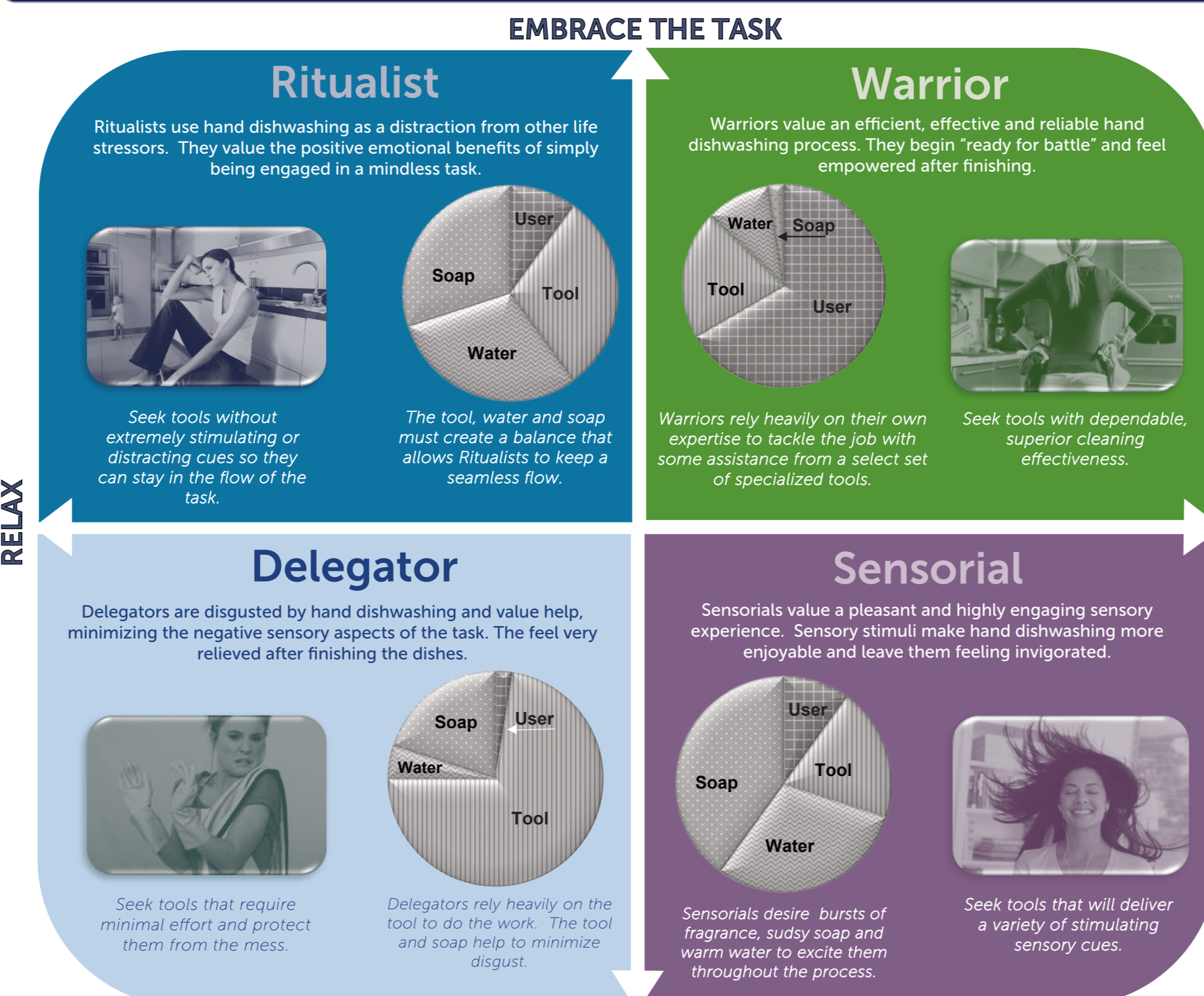
1. A proprietary analytical technique is employed to identify the aspirational segments and link product attributes and functional benefits.
2. Consumer personas are created to "tell the story" of each segment.
3. Consumer priorities are identified for each segment to guide and focus product development efforts.

Benefits:

- Utilizing data from multiple techniques and methods yields a more holistic understanding of consumers and their needs while helping to validate the aspirations, attributes and priorities.
- Priorities are not based on frequencies, rankings or ratings, but rather a combination of stated and revealed priorities.

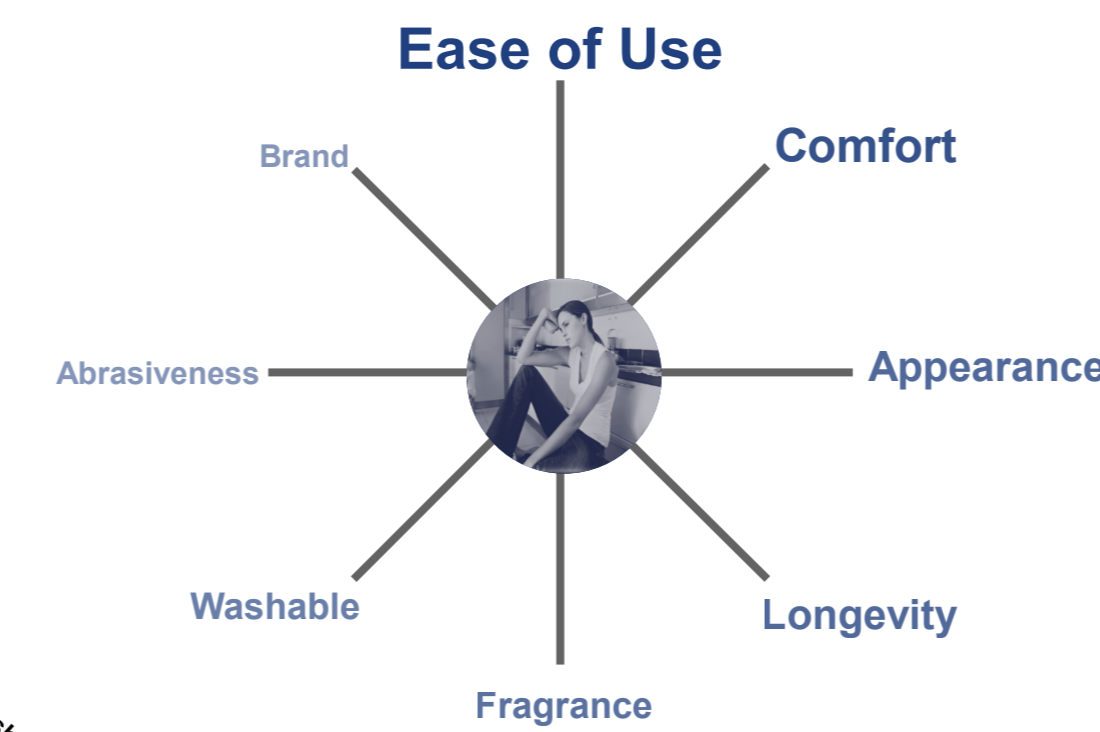


Results



- The x-axis represents the energy level consumers feel after finishing the dishes.
- The y-axis represents consumers' attitudes toward hand dishwashing.
- The pie chart illustrates the importance of each component of the dishwashing process.

Ritualist Priorities



Reliable, comfortable and easy-to-use tools are depended on to deliver a seamless and uninterrupted process.

- ✓ **EASE OF USE** - Ritualists look forward to washing the dishes and want simple tools that are easy to grab and do not require intense engagement - no attachments to assemble or need to reposition hand.
- ✓ **COMFORT** - Soft materials and textures that feel good in the hand and are easy to manipulate.
- ✓ **APPEARANCE** - Simple, neutral, soothing colors (no patterns) that are not distracting while washing dishes.
- **LONGEVITY** - Product needs to be long-lasting. Ritualists find comfort in knowing the tool will not to inhibit their escape.
- **FRAGRANCE** - Relaxing fragrances (e.g. florals); moderately intense and delivered in an even manner (e.g. no multiple bursts).
- **WASHABLE** - The product needs to be machine washable to keep it smelling and looking fresh.
- **ABRASIVENESS** - Mild abrasiveness delivered through texturing on the entire surface.
- **BRAND** - Trustworthy, nostalgic brands (e.g. Palmolive, Hanes, Hand-crafted, or Cottage Industry Brands)



Delegator Priorities



Delegators depend heavily on tools that offer both physical distance (e.g. wand or brush) and protection (secure grip, durability, non-stick) from the negative aspects of hand dishwashing.

- ✓ **EASE OF USE** - Delegators do not enjoy washing dishes and want tools that require minimal effort. Ideally, they prefer not to scrub at all (e.g. battery operated sonic power).
- ✓ **SECURE GRIP** - Handles made of non-slip material to minimize the risk of touching food or dirty dish water.
- ✓ **DURABILITY** - Sturdy parts that are securely and seamlessly assembled - nothing to reattach before starting to wash the dishes.
- **DISPOSABILITY** - Ability to discard the cleaning surface after each use without touching it.
- **LONGEVITY** - Product needs to be long-lasting and dependable. Having to find a new tool they can depend on is stress-inducing for Delegators.
- **NON-STICK** - Food particles must not stick to the cleaning surface to minimize disgust for Delegators.
- **STAIN-RESISTANT** - The entire tool needs to stay looking new - especially the cleaning surface.
- **BRAND** - Brands that do the work for you (e.g. Mr. Clean, Sonicare, Oxo, Easy Off).



Warrior Priorities

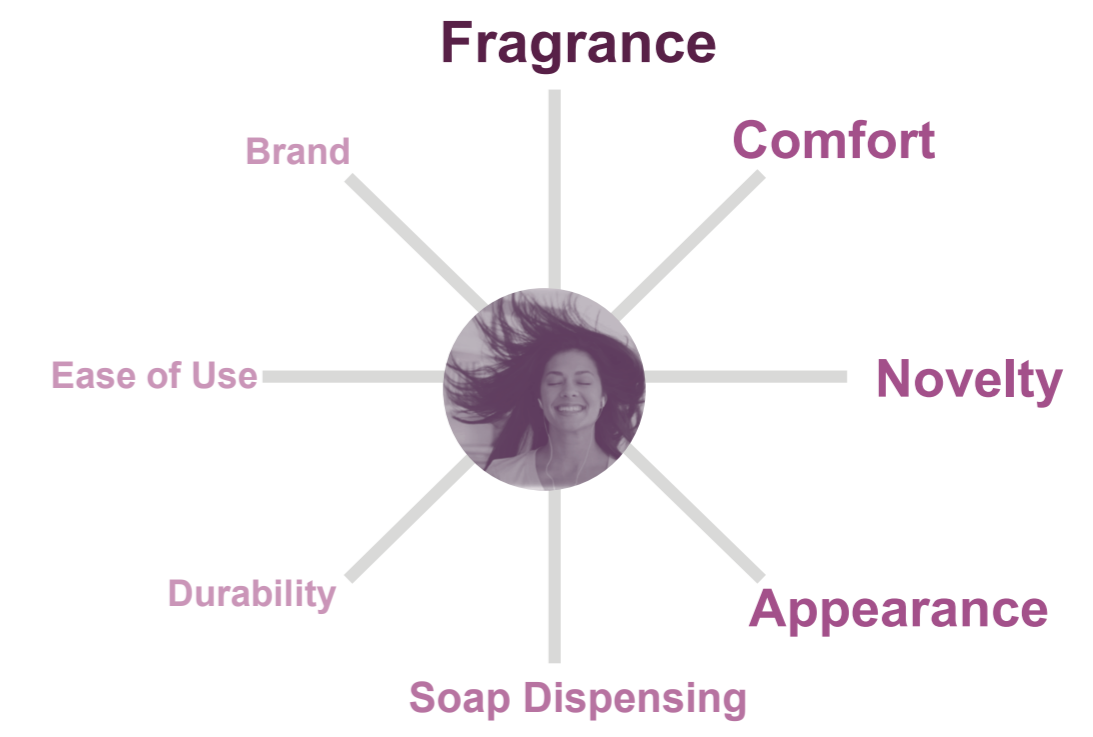


Intensely abrasive and durable tools provide the additional cleaning power that Warriors. They also want versatile tools that make hand dishwashing efficient.

- ✓ **ABRASIVE** - Tough materials (Teflon, metal, Brillo) for scouring, scraping and scrubbing
- ✓ **VERSATILE** - Ability to use a few select tools in multiple ways to maintain efficiency during the cleaning process.
- ✓ **DURABLE** - Does not fall apart during heavy usage.
- **SPECIALIZED** - Each attribute of the tool serves a specific purpose, everything about it is functional
- **EASY TO USE** - Ability to quickly change sides for different cleaning need for maximum efficiency
- **ERGONOMIC** - Sturdy grip for leverage, easy to handle/control especially to access hard to reach areas
- **BRAND** - Tough cleaning brands (e.g. Brillo, Comet, Oxi-clean, Rubbermaid, Weber, Oxo, Brookstone)
- **FRAGRANCE** - Not as important but fragrances that cue clean and fresh



Sensorial Priorities



Fragrance plays a key role in delivering an engaging sensory experience for Sensorials. Soft, non-abrasive materials pamper them while a novel and unique appearance generates excitement.

- ✓ **FRAGRANCE** - Long lasting, moderate intensity - that blooms every time it is squeezed; offered in a variety of bright, energetic scents (e.g. citrus, fruit, beachy)
- ✓ **COMFORT** - Feels soft in hand, leaves hands soft/moisturized/massaged - no sweaty or smelly hands
- ✓ **NOVELTY** - Unique features, "limited edition" - additional matching accessories (e.g. drying stand for gloves)
- ✓ **APPEARANCE** - Fun colors and patterns, match kitchen décor, want to leave out on counter/by sink
- **SOAP DISPENSING** - Delivers a continuous foaming sensation
- **DURABILITY** - Tool needs to keep fresh, fun appearance
- **EASY OF USE** - Does not add additional obstacles to an already unpleasant task
- **BRAND** - Playful brands possibly outside the category (e.g. Method, Bath & Body Works, Swiffer)



Conclusion

- This research identified four distinct aspirational personas in the homecare category and showed how the desired product attributes align with each persona.
 - The hybrid methodology not only provided a better understanding of which product attributes are important to each persona, but also how to best combine and prioritize those attributes to create an ideal experience.
 - This foundation of understanding provides a clearly defined and focused approach to developing products to deeply satisfy each segment.
 - It also allows for targeting of the segment who's sensory priorities fit best with your brand equities and/or brand strategy.
- For more information, please contact us at 267.954.0440 or info@blue-berry.com