How to Combine Consumer Insights and Experience Design Approaches to Get Deeper Insights, Faster

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Agile Principles

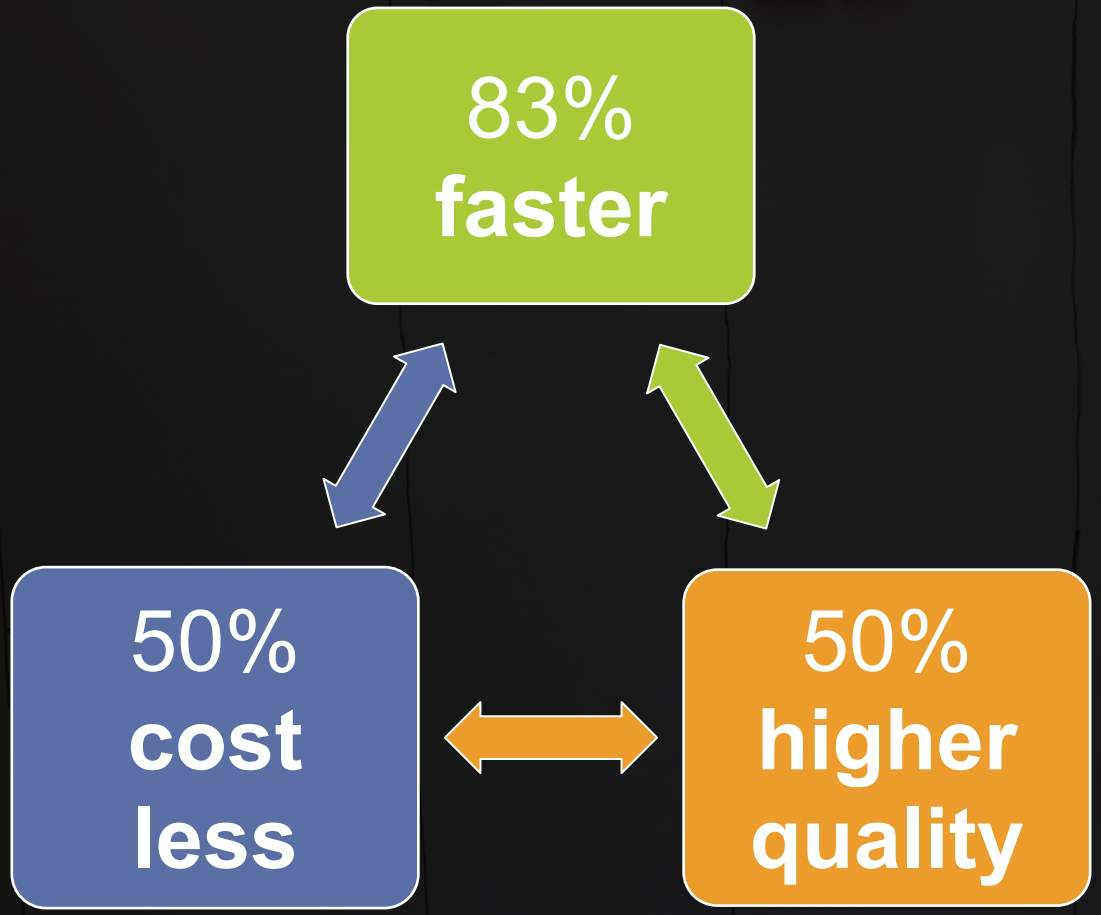
Individuals and interactions
over processes and tools.

Working software
over comprehensive documentation.

Customer collaboration
over contract negotiation.

Responding to change
over following a plan.

What results do companies see from Agile?



Source: https://luis-goncalves.com/what-is-agile-methodology/

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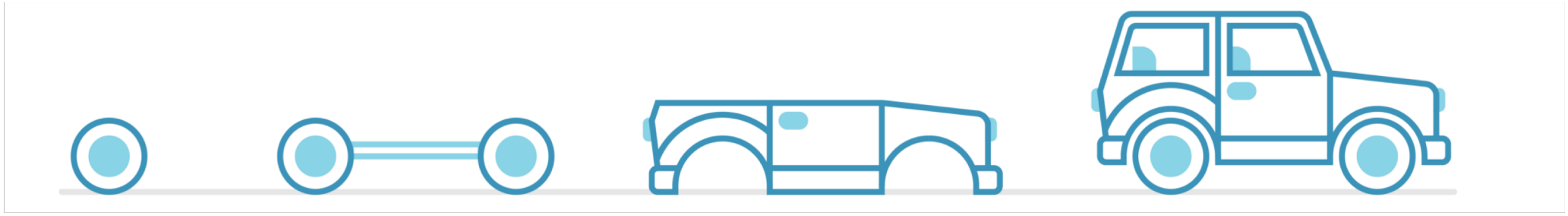
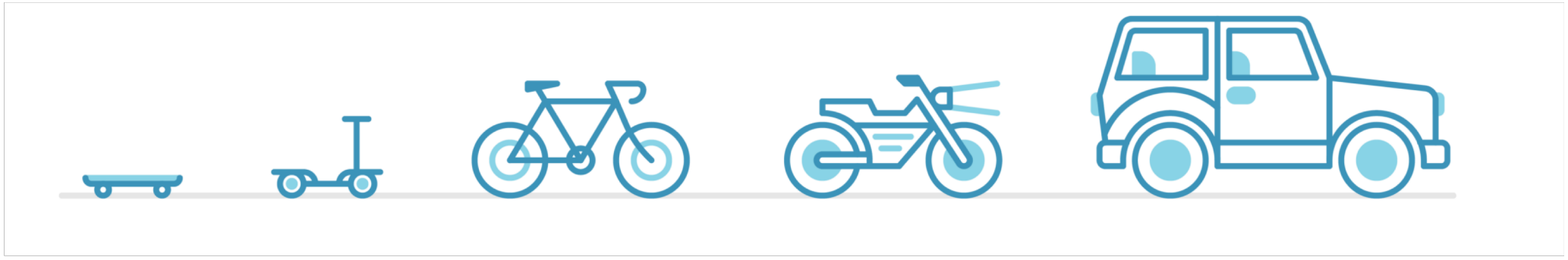
The Bicycle Analogy

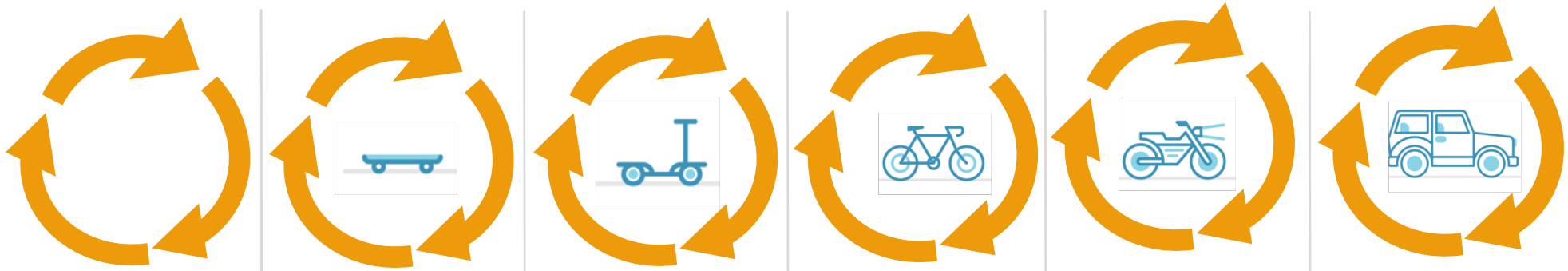
Situation Analysis → **Launch**



User Stories → **Launch**



Applying Agile to Research



Test	Surrogate Experience	B&W Concepts	Color Concepts	Concept Packaging	Product Concepts	Ad Concepts
Learn	Benefits	Features	Positioning	Claims	Fit	Imagery

Development Process

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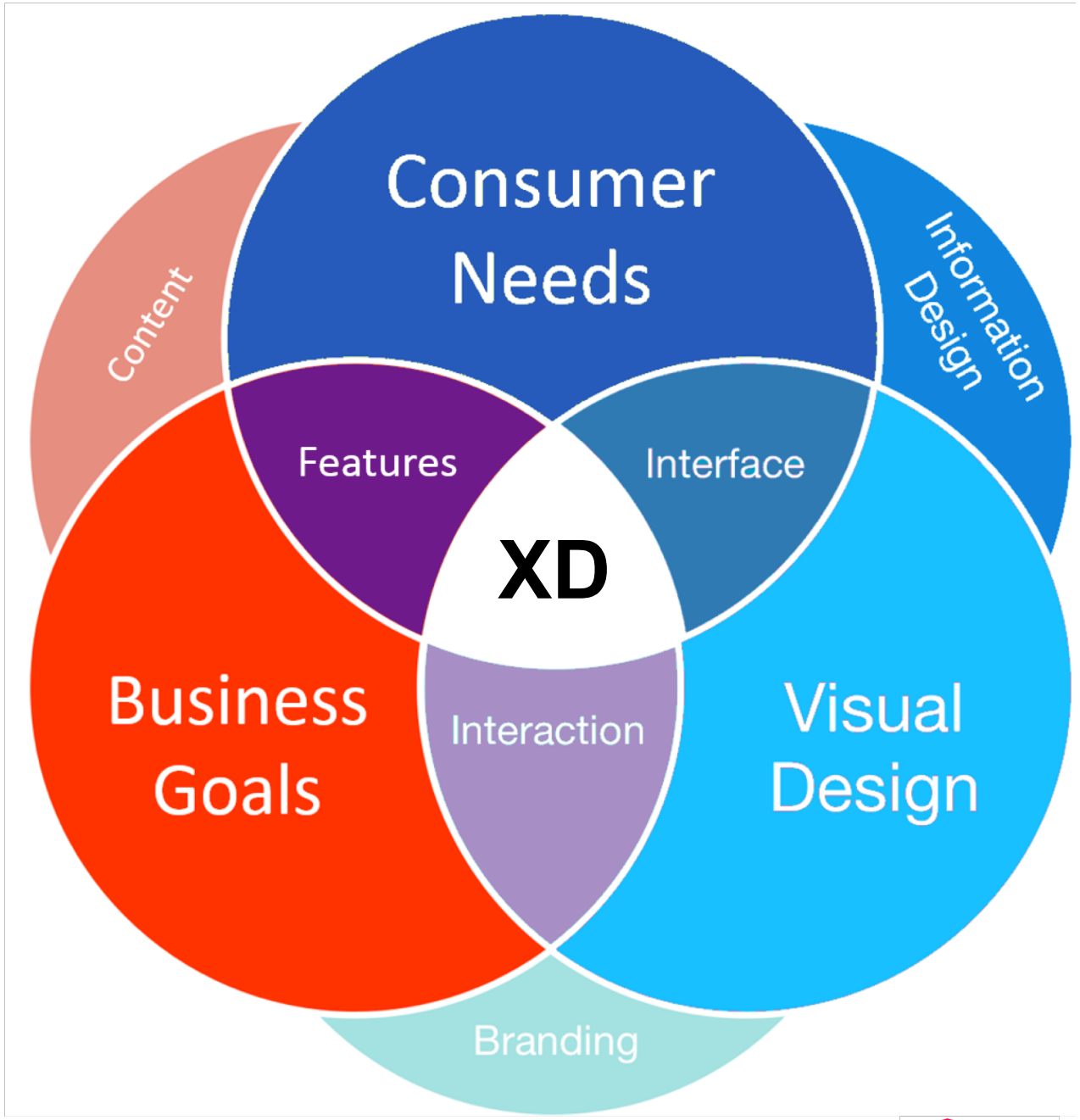
What is Experience Design (XD) Research?



Where XD Started

- Ergonomics and human factors
- Efficiency, effectiveness, error rates
- Contextual observation and measurement
- Reported thoughts, impressions, emotions

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How XD Has Changed

- Faster, easier, more multi-dimensional approaches
- Technology provides more options
- Iterative design cycles
- Behavioral economics

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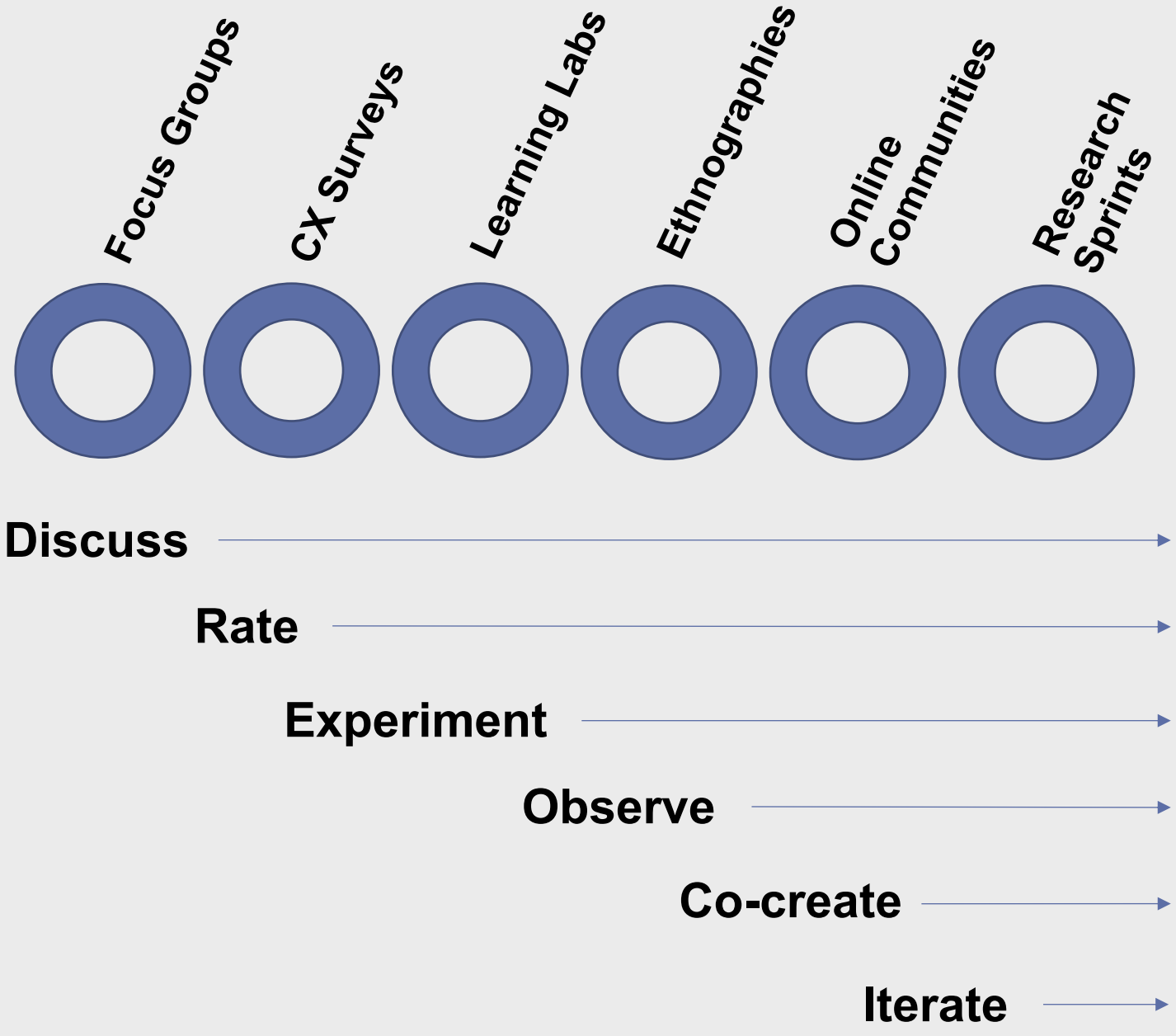
Experience-Based Market Research



Lines Are Blurring Between XD and MRX

The Process:

- Test early and often
- Test the riskiest assumptions
- Make it tangible
- Ground the research in DO not just SAY
- Start with qual to understand the WHAT and WHY
- Validate qual with quant

American Family's Move to Agile Insights

Reducing research cycle time from weeks to days.

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Example 1: Live Web Experiments

- **Question:** Do people want to do business online?
- **Solution**: Design experiment to determine how many people wanted to do business online.

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Example 2: Concept Testing

- **Question:** Which product idea and feature set would be most appealing to the target audience and why?
- **Solution:** Find out what works and what doesn't. Pick best concept for refinement and further study.

Example 3: Direct Mail Marketing

- **Question:** How do recipients interact with the marketing materials?

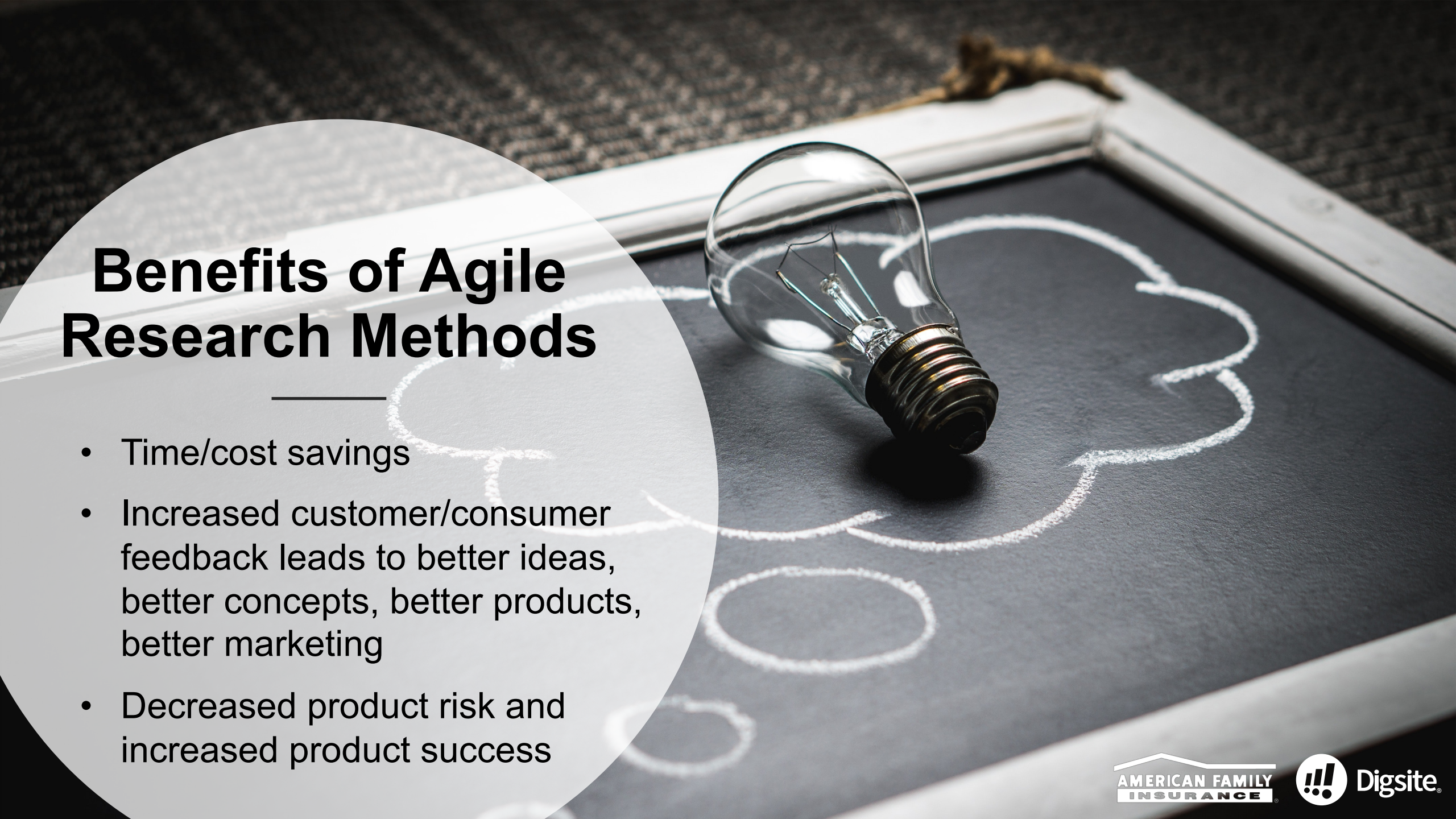
- **Solution:** Pre-test the materials to refine an refine prior to an in-market test.

Example 4: The Full Cycle

- **Question:** What's happening in the business currently?
- **Solution:** Get the foundational understanding through remote, unmoderated interviews to learn customer pain points.

Tips for Researching in Agile Ways

1. Be willing to show low-fidelity concepts or prototypes
2. Plan for multiple study cycles as the concepts develop
3. Ground the research in DOING, not just SAYING
4. Relate the research to risk: ask about the specifics you need to fill in knowledge gaps and test the riskiest assumptions



Benefits of Agile Research Methods

- Time/cost savings
- Increased customer/consumer feedback leads to better ideas, better concepts, better products, better marketing
- Decreased product risk and increased product success

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Agile Market Research Principles

MORE	**Quality Engagement**	**Experiments/ Experiences**	**Focus on "Why's"**	**Learning & Iteration**	**Flexible Collaboration**
LESS	Quantity of Responses	Asking Attitudes and Beliefs	Measuring the What	Static Testing	Go-No Go Decisions

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Questions?

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