
Planning Case Studies

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- **Consumer-Centric Design with Personas**
 - **Ideation Session**
 - **Data Refresh and Optimization**



Consumer-Centric Design with Personas

A technology manufacturer needed a tool that would encourage consumer-centric product design, development and messaging. They looked to W5 to inspire their development teams to create products to meet the needs of their small and medium business users in the United States and Asia.

APPROACH

W5 recommended user Personas to guide future product development. W5 conducted ethnographic research and in-depth interviews with target users in their businesses. The behavior and attitudes of users were analyzed to create several Personas, or user archetypes, each representing different aspects of the user experience or challenges for the development team.

RESULTS

W5 presented eleven small and medium business Personas to the client to support customer-centric product design, development and messaging strategy. Personas were implemented to communicate user needs across teams and served as a qualitative benchmark for future ideas. With Personas now part of the process, the client had a tool for understanding their target users and putting the consumer at the center of the design and development process.



Ideation Workshops

A consumer package goods client was interested in involving internal team members in creative exercises to communicate recent consumer trend research findings throughout the organization.

APPROACH

W5 facilitated six ideation workshops with internal teams, including branding, research, human resources, sales and executive management. Participants completed ideation activities that explored the implications and potential applications of emerging consumer trends for their product and the market moving forward.

RESULTS

The ideation workshops shared consumer research within the organization and gave participants an opportunity to discuss creative applications based on recent findings. Each participant left the workshops with a list of actionable ways these consumer trends could be applied within their individual departments to meet both short and long- term goals.



Data Refresh and Optimization

A national food and beverage corporation had gathered data on their communication in social media and print publications through disparate sources. To optimize the impact of the collected research and streamline its message, the client sought to unite the data in a singular, cohesive report. Ultimately, the client desired to pinpoint consumers' information needs and level of brand interaction by reviewing a compilation of collected data.

APPROACH

W5 reviewed multiple secondary and syndicated research reports on consumers' diets, lifestyles, product consumption, and interactions with the client's brand. W5 conducted an in-depth analysis to form a comprehensive review of consumer lifestyles and their engagement with individual communication outlets.

RESULTS

W5 designed a deliverable to present the key points, consumer quotes, and statistical data on each communication platform, into a report with consistent design, theme, and tone. W5 highlighted how consumers engage with the client's communications platforms and gave strategic recommendations for increasing consumer interaction with multiple platforms. This enabled the client to build a stronger, more unified presence and voice across their website, magazine, and social media sites.



About W5

W5 is a boutique custom marketing research firm. We focus on answering **who, what, when, where, and why people relate to products, services, and brands. W5 combines the professional services offered by marketing research firms, strategy-oriented management consultancies, and brand planning agencies.**

Our approach: We believe in developing custom plans of action that result in helping clients make decisions to accomplish their goals. Rather than simply delivering data as the culmination of a research engagement, we produce sound and creative solutions for our clients. W5 prides itself on bringing client and consumer closer together.

Clients and industries: Our clients represent a broad spectrum of vertical industries and include both Fortune 500 companies and advertising agencies. While we are by no means limited to any particular set of industries, we maintain a focus on consumer goods, healthcare, technology, financial services, and casual dining and quick service restaurant.

Consulting worldwide: W5 consultants are expert packers. We work all over the world, always ready to go where your business needs might take us. We are not limited by insular product offerings. Our custom approach to each engagement means we work with you to establish the right location and the right tools and technology to get the job done. In person, online, around the world.

Diverse skills: W5 consultants hold a diverse set of skills, experience, and interests that yield harmonious collaboration with each client and each other. No two engagements are the same, but all flourish with the creativity and curiosity that unite our staff.

Research, Strategy, & Planning: Research delivers the insight you need to make decisions. Strategy is the map for navigating the business environment. Planning constructs the specific tactics that drive brand and messaging initiatives. Research without defined strategic objectives or communications planning falls flat. Strategy is great but requires research as fuel. Planning pulls it all together and prepares you to speak directly to the consumer.

RESEARCH

Qualitative

Brand Positioning
Concept Testing and Development
Consumer Experience Understanding
Ethnographic and Social Context Research
Message Development
Online Behaviors and Conversations
Retail and Environment Research
Trend Spotting

Quantitative

Attitude and Usage
Concept Evaluation
Conjoint Analysis
Copytesting
Pricing Analysis
Product Evaluation
Segmentation
Strategic Tracking

STRATEGY

Competitive Assessment
Meta Analysis of Existing Data
Strategic Consulting
White Papers
Workshops

PLANNING

Brand Books
Brand Positioning
Concept Development
Creative Briefing
Design Driven Deliverables
Ideation Sessions
Personas

Even when we don't get the opportunity to help a client with all three, we're thinking about the larger puzzle. We help put the pieces together.





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If you have a project in mind or would like to discuss your specific business needs, we can be reached by phone at (919) 932-1117, or you can email Tom Daly directly at tdaly@W5insight.com.