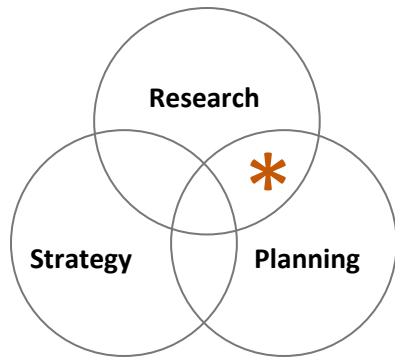


# Driving Product Development

A leading home appliance distributor sought a better understanding of the marketplace in order to identify consumers' perceptions, attitudes, motivations, and unmet needs. Ultimately, the client intended to use these insights to inform product innovation, category innovation, and improve the related retail experience.



**Tools Used:**  
**In-Depth Interviews**  
**In-Context Ethnography**  
**Persona Research**

## Approach

W5 recommended developing behavior- and motivation-based consumer Personas based on extensive in-depth qualitative research. Persona research was conducted in the form of hour-long in-home interviews with a diverse representative selection of appliance consumers. In preparation for the interview sessions, each respondent completed a comprehensive diary exercise exploring the emotional, functional, and social aspects of a recent appliance use to help stimulate thoughtful category engagement.

## Results

Based on this extensive in-context research, W5 developed and presented nine consumer Personas to the Client, each with unique lifestyles, product usage behaviors, product research and purchase behaviors, and category opportunities. Personas embodies the in-depth research findings as a memorable, accessible tool that operational units across the organization could use to anticipate consumer needs and desires, based on an understanding of their conscious and unconscious behaviors.