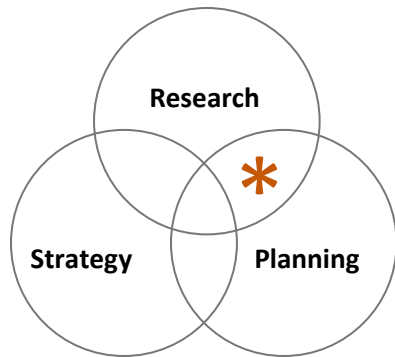


International Case Study Concept Evaluation

A conglomeration of leading technology companies sought to better understand consumers' home computer and electronics product usage and engaged W5 to examine current trends and test twelve use cases representing scenarios of product interoperability.



Tools Used:
Focus Groups
Stimulus Development
Online Survey

Approach

W5 developed stimuli based on client product specifications and usage scenarios and conducted a series of focus groups with consumers in four U.S. and European markets to capture a broad range of perspectives. This research was followed by a robust quantitative initiative in the U.S., Europe, and Japan to validate the qualitative learning and prioritize consumer preference of the use cases to illuminate common aspects found appealing, relevant, and actionable.

Results

Both the qualitative and quantitative components of this research were critical in supporting the story emerging from the analysis; the first phase not only informed and guided development of the second phase, but provided the “why’s” and valuable real world context relating to the quantitative results. The client came away from the research with a clear understanding of what the focus and direction of their future use cases should be, enabling positioning and promotion efforts that will successfully resonate with consumers.