

SMART RESEARCH WITH SMART SPEAKERS

Keeping the Context in Consumer Research

Michelle Niedziela, PhD

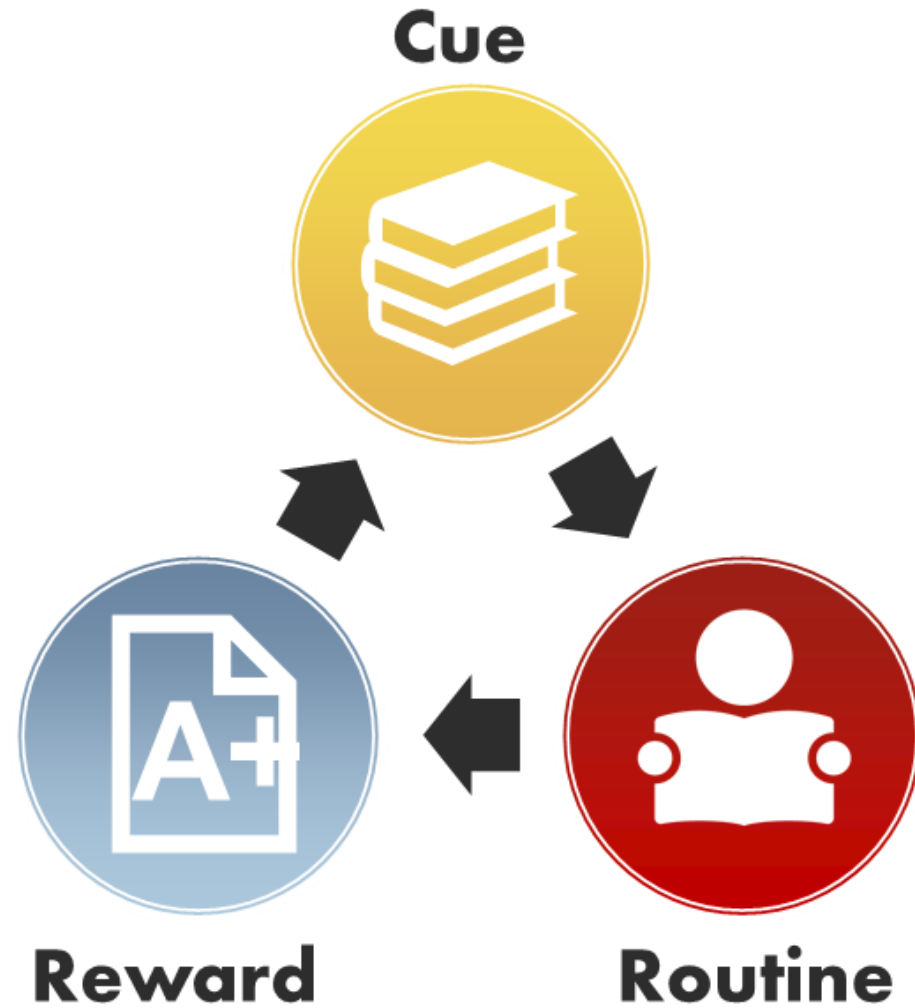


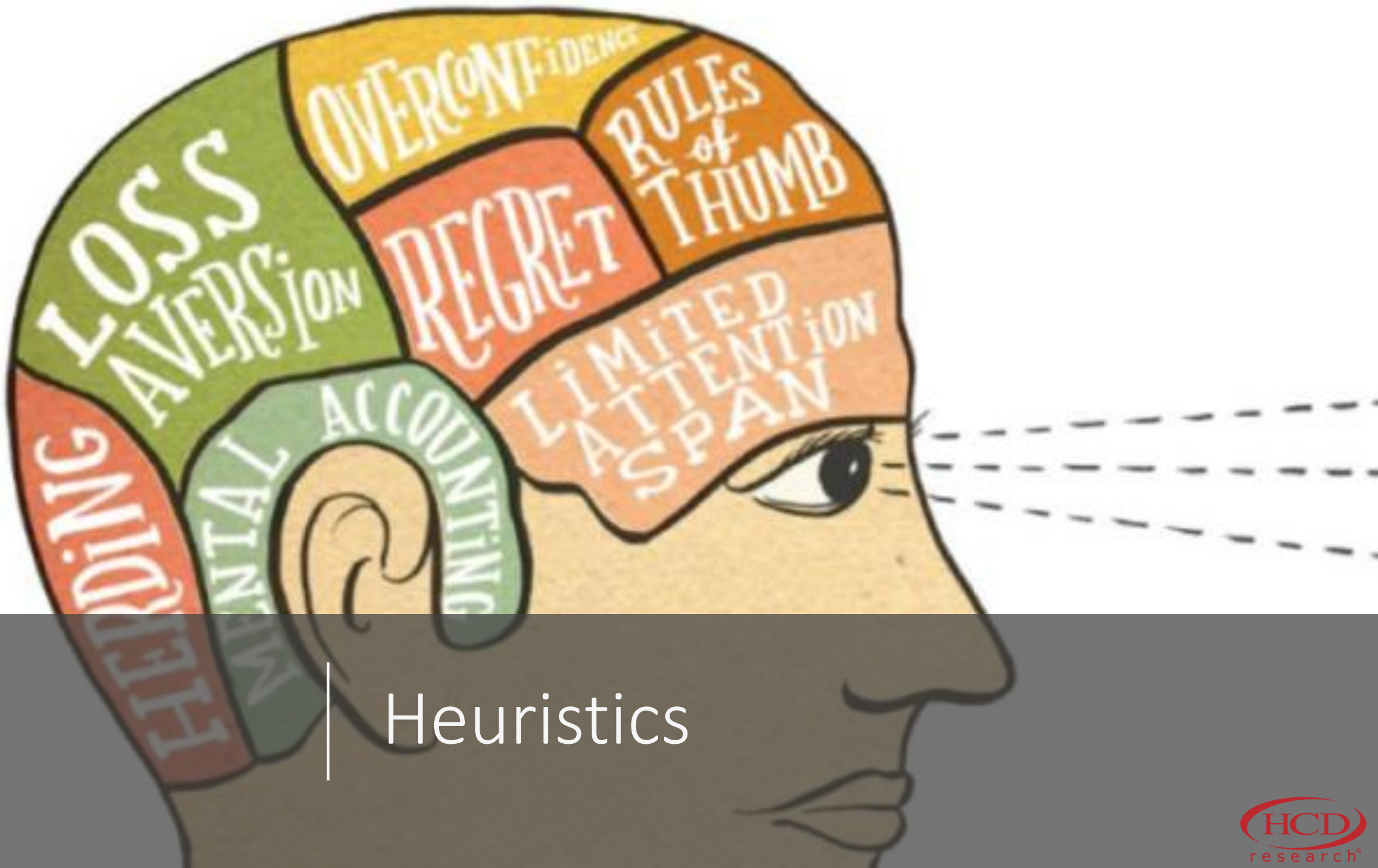


Habits



Behavioral Approach





| Heuristics

How Context Affects Choice

- Context: any factor with potential to shift choice outcomes by altering the process of decision making
 - Presentation (framing, sequence, composition)
 - Social & Situational Factors



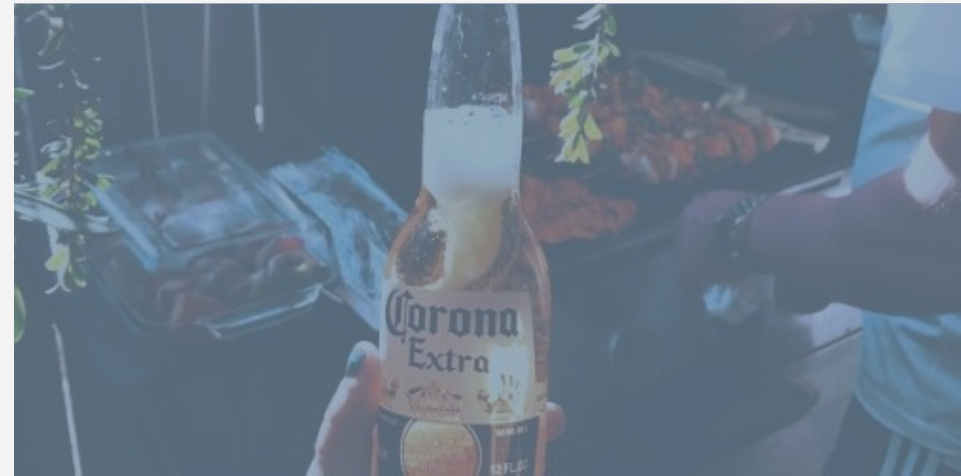
Situational Strength

Context

Have we been doing research correctly?

Looking back on the past 50 or so years of product research, we seem to have taken a wrong turn somewhere. We switched from focusing on the person, to focusing on the product. We made sterile environments and trained panelists to make things as consistent as possible, varying only the product to look for differences.

But what about the consumer?



Context in Consumer Research



CLT



Focus Groups



Interviews



Diaries

Evoked
context





ELSEVIER

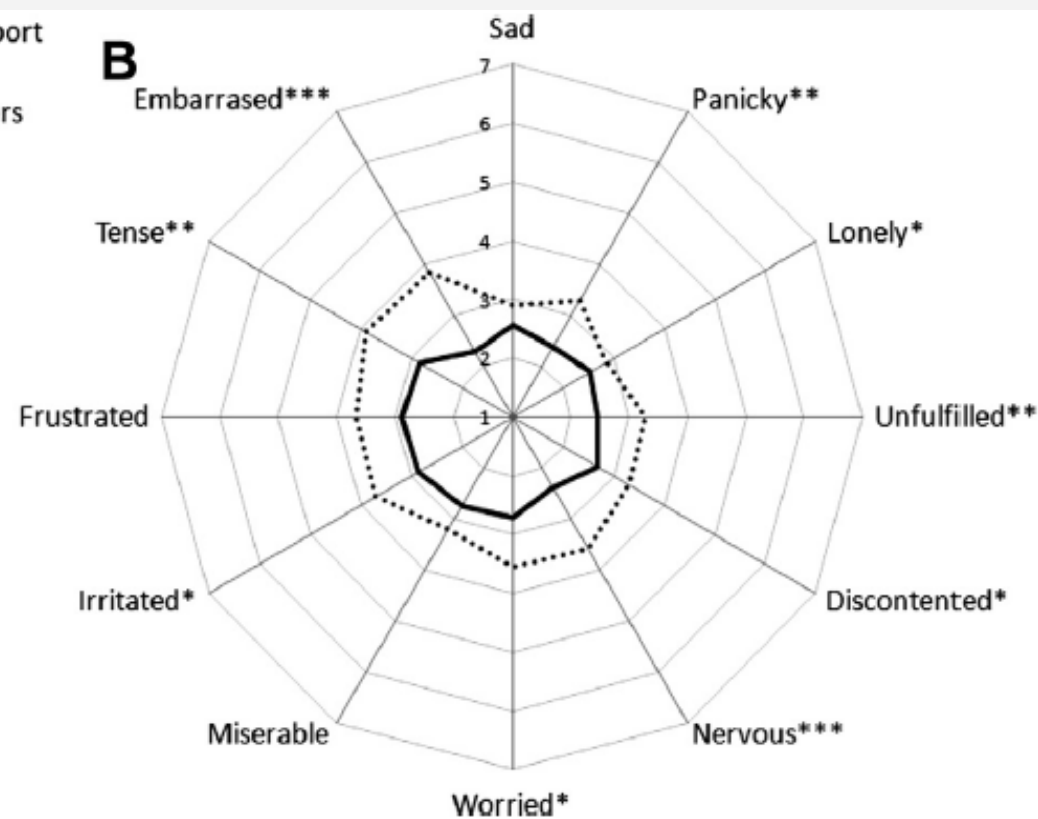
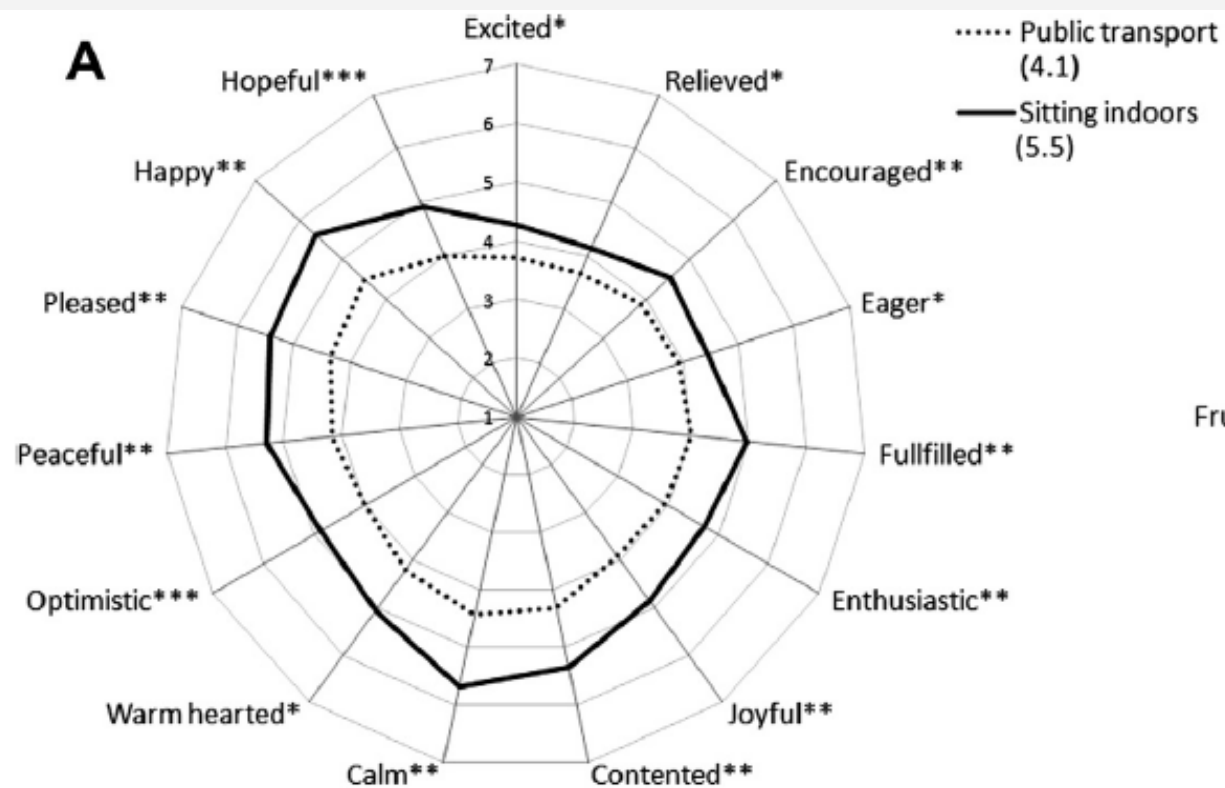


The effect of product–context appropriateness on emotion associations in evoked eating occasions ☆

Betina Piqueras-Fizman ^{a,*}, Sara R. Jaeger ^b



CrossMark

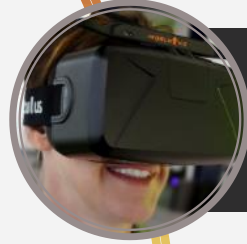




Context With Technology



Augmented Reality



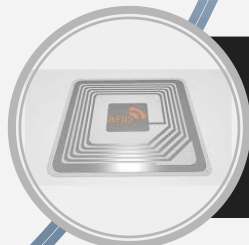
Virtual Reality



Immersive Rooms



Smart-Speakers



Smart Labels

HCD Research has partnered with Aigora and P&K



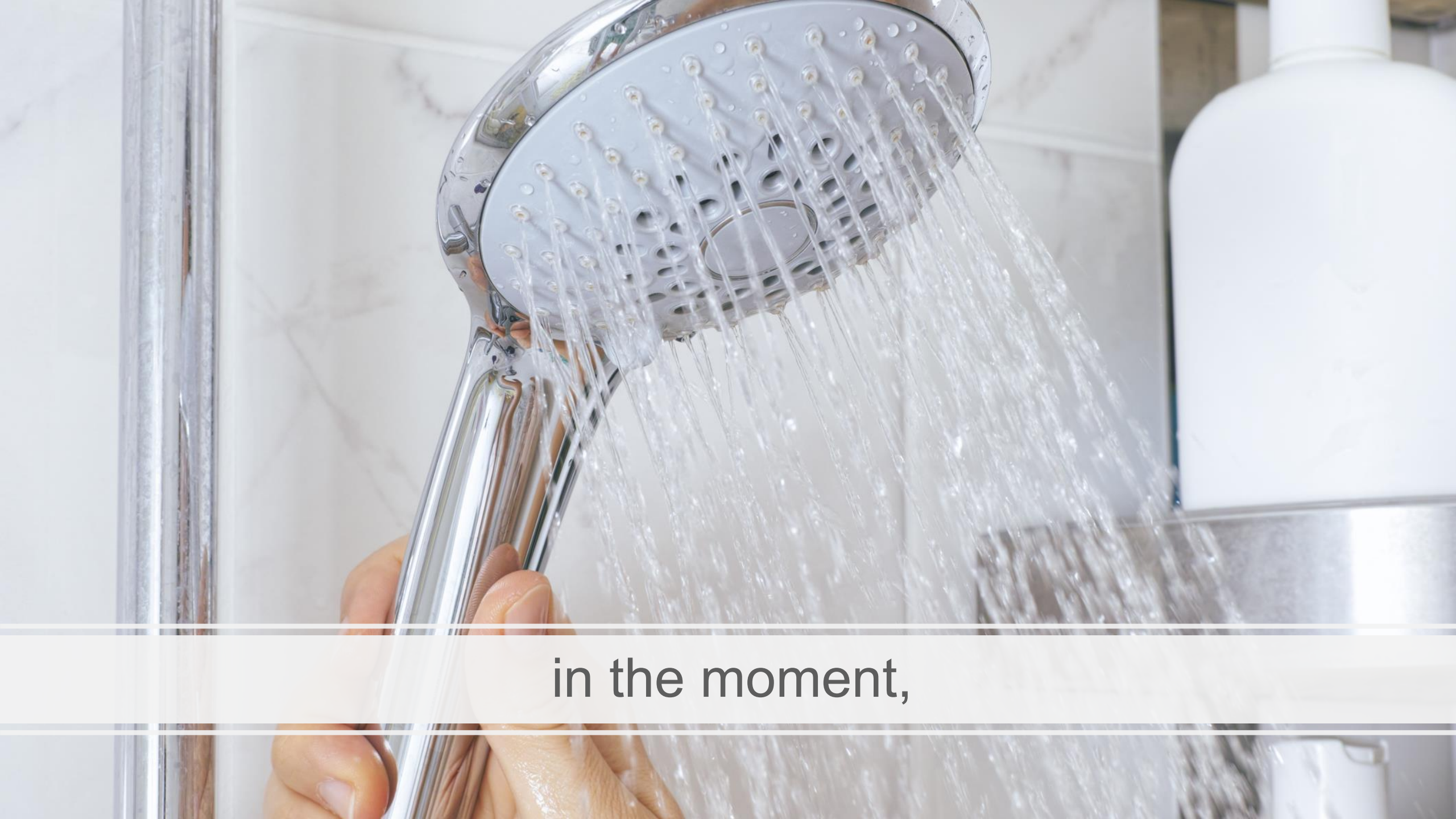
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P&K
research

Smart-speaker surveys provide the ability to collect data ...





in the moment,



in context,



hands-free,



and in-home.



RESEARCH DESIGN

CLT:

- SURVEY + SYSTEM1 (NEURO/IMPLICIT)

HOME USE:

- SMART SPEAKER SURVEY

COGNITIVE/TRADITIONAL
RESEARCH RESULTS

+

PERCEPTUAL RESULTS

+

CONTEXTUAL RESULTS

RESEARCH SCORECARD

	BENCHMARK	PROTOTYPE1	PROTOTYPE2
Cognitive Concept	2	2	1
Traditional Hedonics	1	1	2
Mood Perception	1	0	1
Context Hedonics	0	1	0
Fit to Context	0	5	3
Total	4	9	7

COGNITIVE/TRADITIONAL
RESEARCH RESULTS

+

PERCEPTUAL RESULTS

+

CONTEXTUAL RESULTS

=

ACTIONABLE RESULTS

Q&A

ANY QUESTIONS?



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