

Swipe right, swipe left

Breakthrough implicit mobile research techniques

SKIM: Decision behaviour experts



Decision Journey
Modelling



Pricing and
Portfolio
Management



Communication



New Product
Development/
Forecasting



Advanced
Market
Modelling

2020: games will change



Mobile world



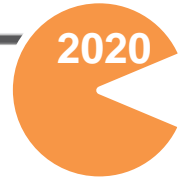
Gamification



The subconscious



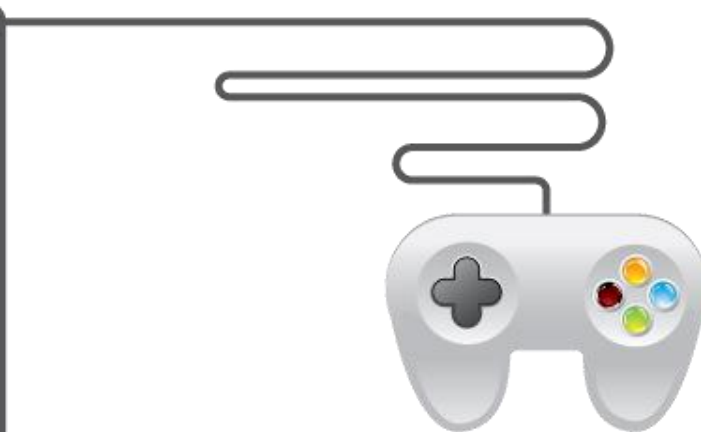
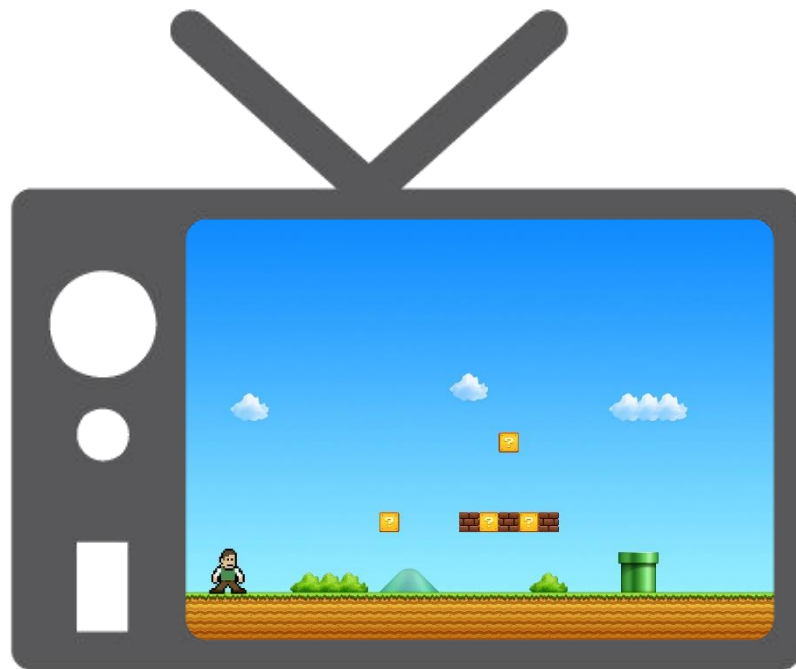
Need for speed





The mobile world and new digital reality

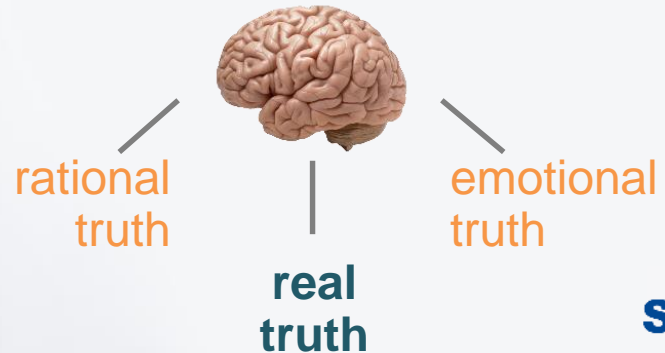
Gamification





The subconscious plays a key role

Measuring purely rational processes is no longer good enough. Instead, bridging rational and emotional (subconscious) drivers is key to accurately predicting how consumers really behave and decide.



Traditional methods do not meet the current needs



Tend to focus only on the rational part



Are not very suitable for mobile phones



Are long and not engaging for respondents

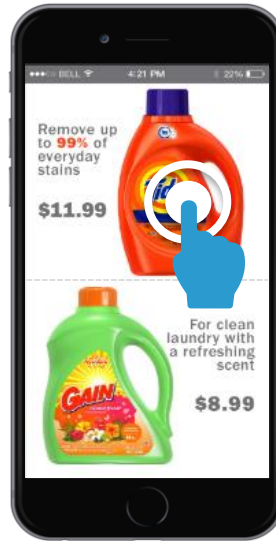
What's next? |



3 New Mobile Technologies



Swipe



Choose



Explain



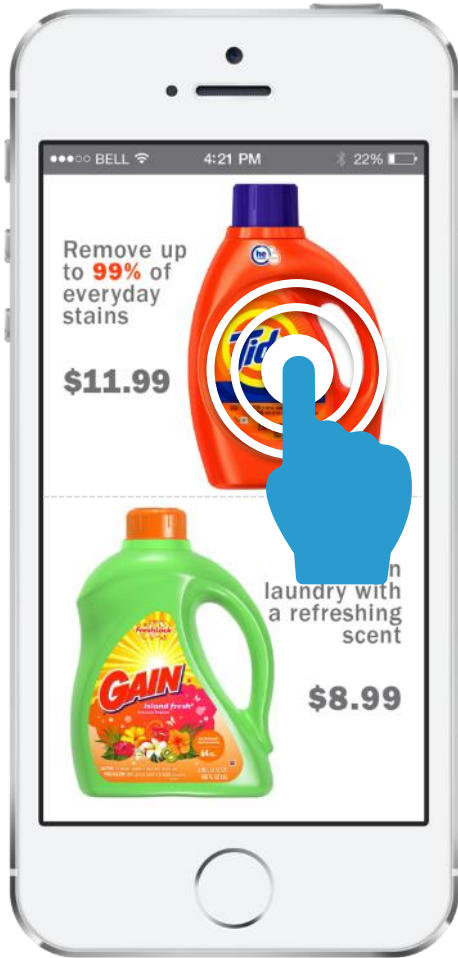
Module 1. Screen stimuli through an intuitive and fun swiping exercise that relies on system 1 processes



Swipe Direction
Metric 1



Reaction Time
Metric 2



Module 2. People make trade-offs at the moment of truth like a shelf or a website



Product Choice

Metric 1

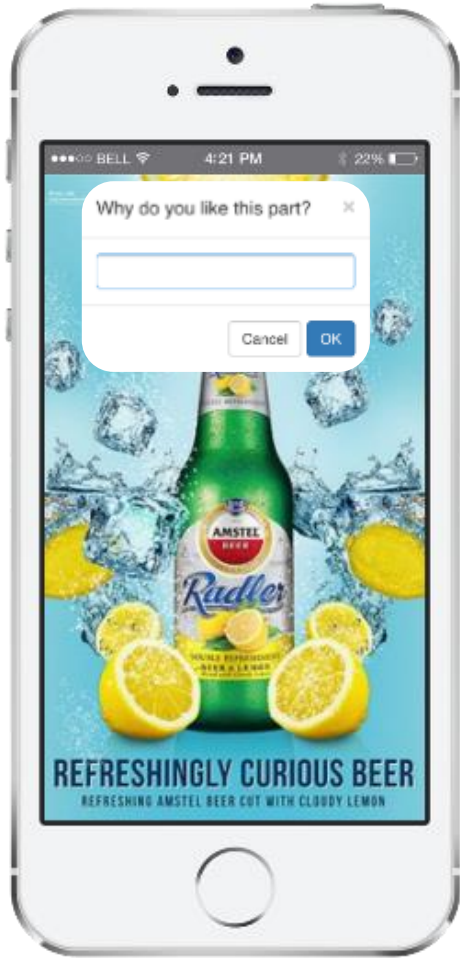


Reaction Time

Metric 2

(using conjoint style simulator approach)

Module 3. Identifying the reasons behind the behaviour through heat maps and open ends



"The lemons and ice, makes it seem extra refreshing and supports the sentence below"

"I like that Radler is refreshing, I like the sentence"

Application Areas



**Brand
Communications**



**Line
Optimisation**



**Variant & Idea
Screening**



**Digital Banners
Packaging
Segmentation
Trackers Logos**

A large suspension bridge with two tall concrete towers and numerous cables, spanning across a body of water under a clear blue sky. The bridge is the central focus of the image, extending from the foreground into the distance.

Case Study

Business objective: Determine which ad is most effective in attracting consumers to the shelf and driving conversion once they get there



Case Study: Brand Communications



Attraction

What ad breaks through the clutter and brings shoppers to the shelf or website?



Conversion

What ad converts shoppers into buyers at the moment of truth?



Explain

Understand the reasons behind the choices through heat maps & open ends



Engagement is up



“Fun way to take a survey over just answering questions”

“It really was refreshing and more engaging than other, more monotonous, surveys”

“Liked that it was interactive and not just re-reading the same questions... it kept my interest”



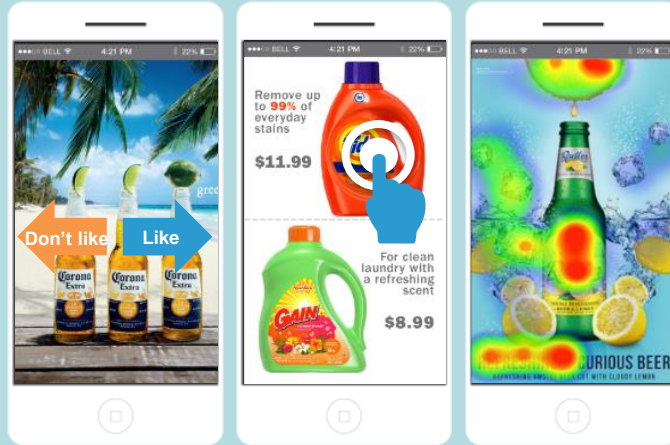
Gamification

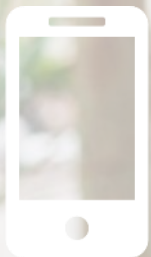


Mobile



Emotional





Try it yourself

<http://tinyurl.com/SKIM-Unspoken>



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