

Swipe right, swipe left

How new mobile research techniques can create better insights

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SKIM: Decision behavior expert



Decision Journey
Modeling



Pricing and
Portfolio
Management



Communication



New Product
Development/
Forecasting



Advanced
Market
Modeling



 351

BEST 420



3 FRUIT
COMBO
+3




SKIM





Mobile world

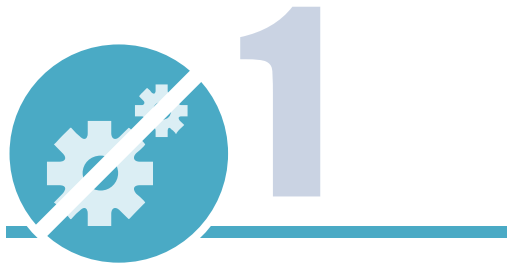


Gamification



The subconscious

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?

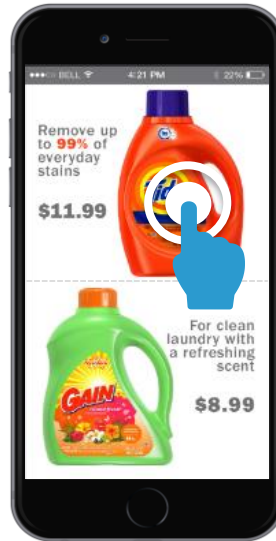


SKIM

3 New Mobile Technologies



Swipe



Trade-off



Feedback



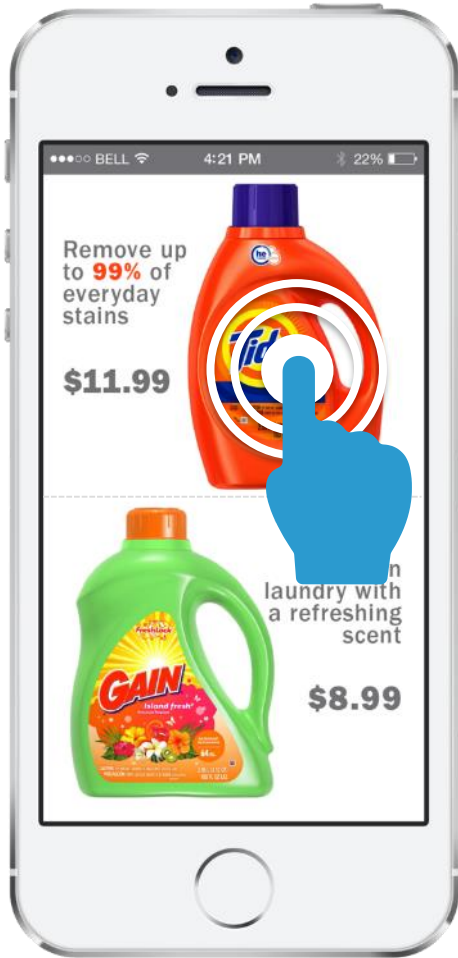
Module 1. Screen stimuli through an intuitive and fun swiping exercise



Swipe Direction
Metric 1



Reaction Time
Metric 2



Module 2. People make trade-offs between two concepts



Product Choice

Metric 1

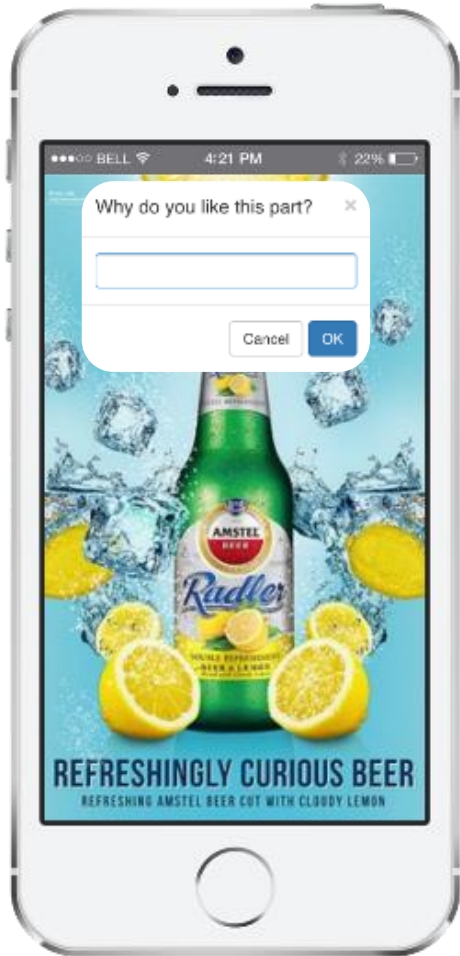


Reaction Time

Metric 2

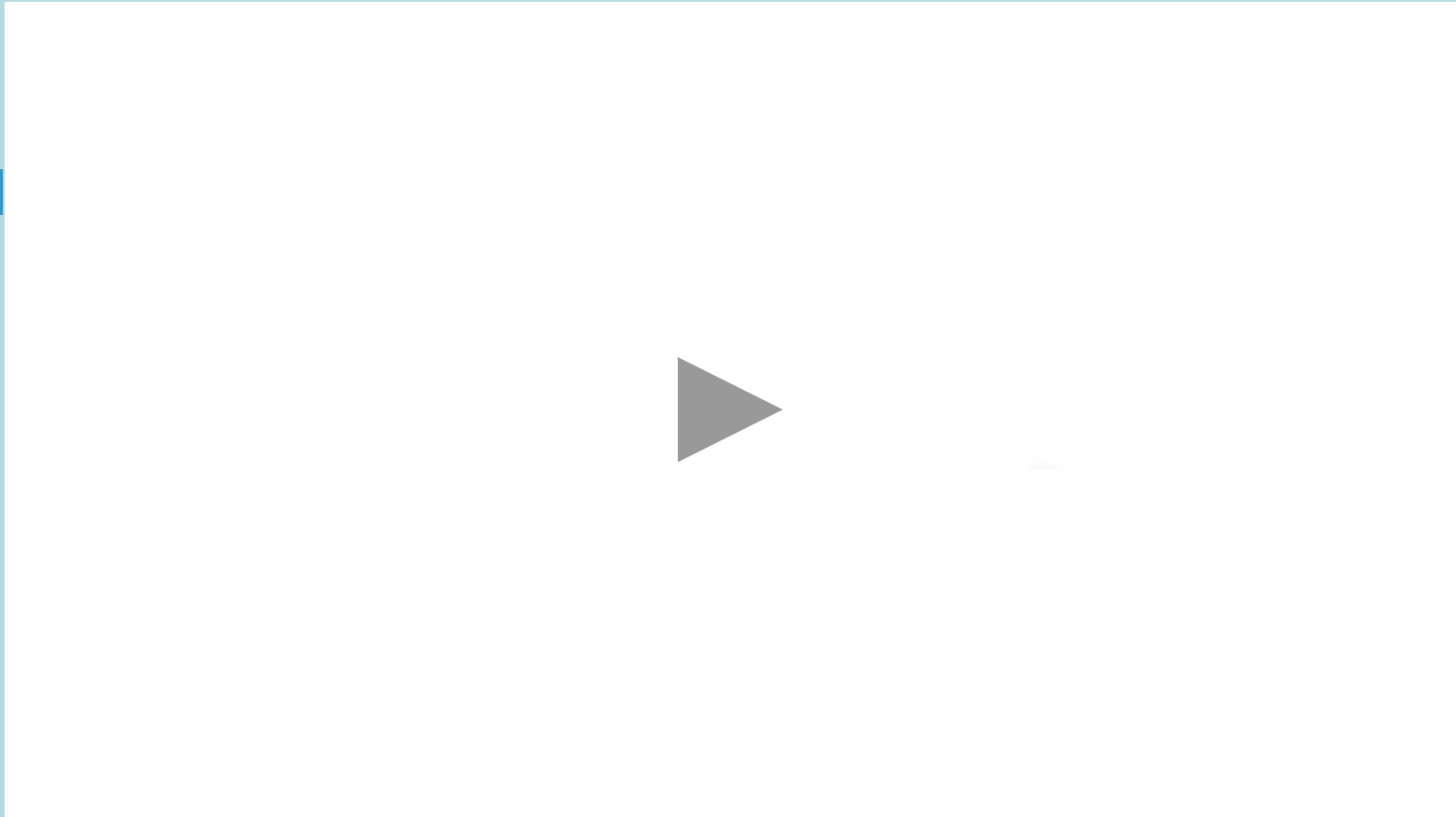
(using conjoint style simulator approach)

Module 3. Identifying the reasons behind the behavior 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
Optimization**



**Variant & Idea
Screening**



**Digital Banners
Packaging
Segmentation
Trackers Logos**

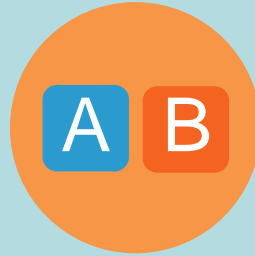


Case Study: Brand Communications



Attract

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



Convert

What ad converts shoppers into buyers at the shelf or on the website?



Feedback

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





Case Study: Line Optimization



Swipe

Identify the “consideration set” of consumers – Which products do they consider purchasing?



Trade-off

Uncover preferences within the “consideration set” – Which product is finally bought?





Case Study: Research with children



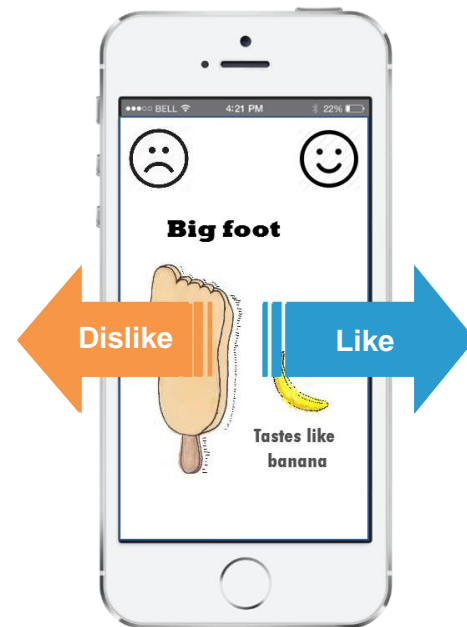
Swipe

Which products do the children like/ dislike?



Feedback

Understand the choices made by using heatmaps



Is there a difference in response time between millennials and older generations?



| Does it work only with visuals or also with text?



| Any differences in terms of outcomes between mobile and traditional methods?



Engagement is up



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

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

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



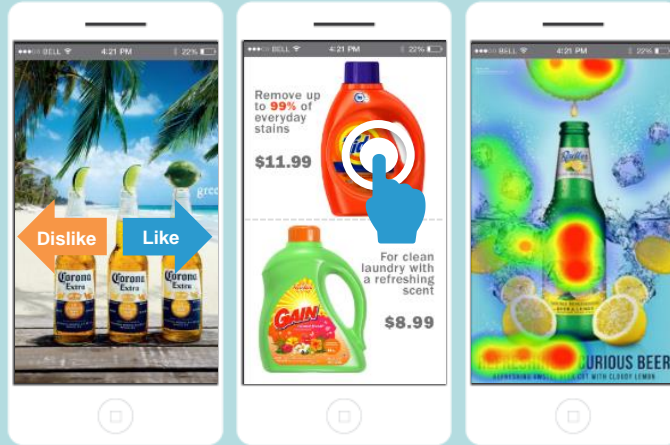
Gamification

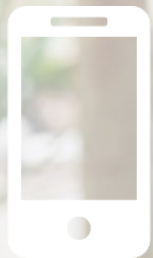


Mobile



Emotional





Try it yourself!

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

Contact us



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