

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



SKIM

 351

BEST 420



3 FRUIT
COMBO

+3



SKIM



Done O • • • • Edit



Jason, 34

less than a kilometer away Active just now

Friends (723)

Done O • • • • Edit



Brian, 29

less than a kilometer away Active



Friends (885)

Done O • • • • Edit



Tom, 32

less than a kilometer away Active just now

Friends (552)



Mobile world



Gamification



The subconscious



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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?



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3 New Mobile Technologies



Dislike

Like

Swipe



Trade-off



Feedback



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



Swipe Direction

Metric 1



Reaction Time

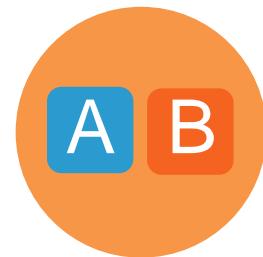
Metric 2



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Module 2. People make trade-offs between two concepts



Product Choice

Metric 1



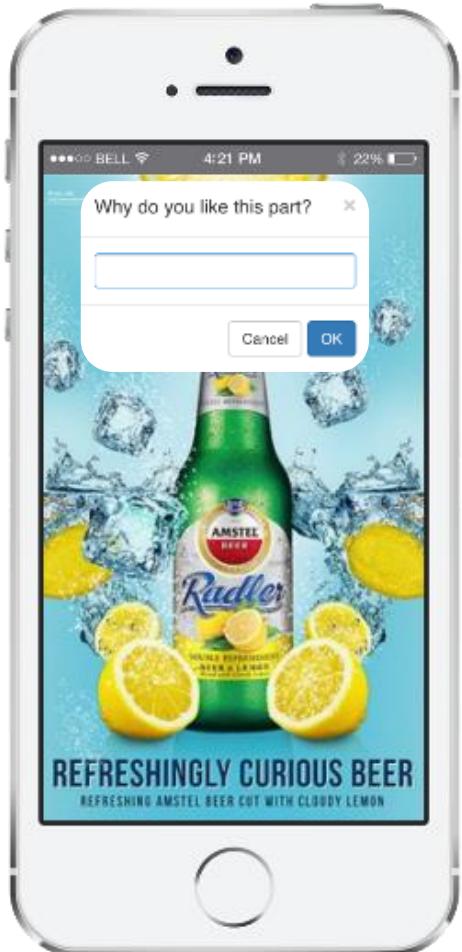
Reaction Time

Metric 2

(using conjoint style simulator approach)



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

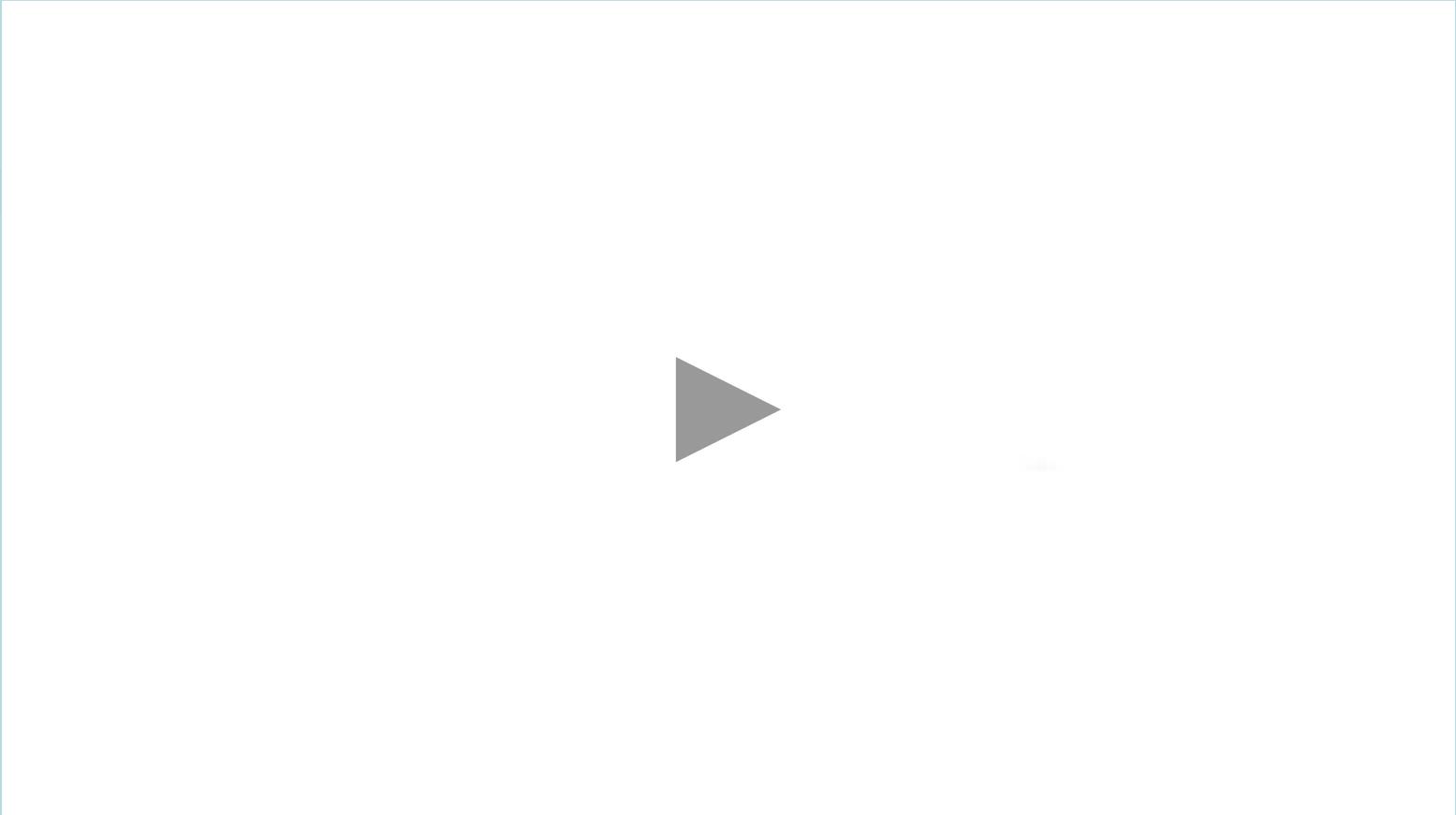


"The lemons and ice, makes it seem extra refreshing and supports the sentence below"

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



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Application Areas



Brand
Communications



Line
Optimization



Variant & Idea
Screening



Digital Banners
Packaging
Segmentation
Trackers Logos



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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

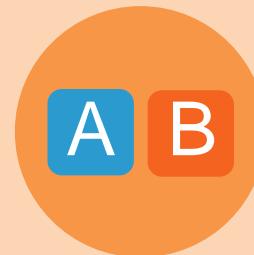
Understand the reasons behind the choices through heat maps & open ends



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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



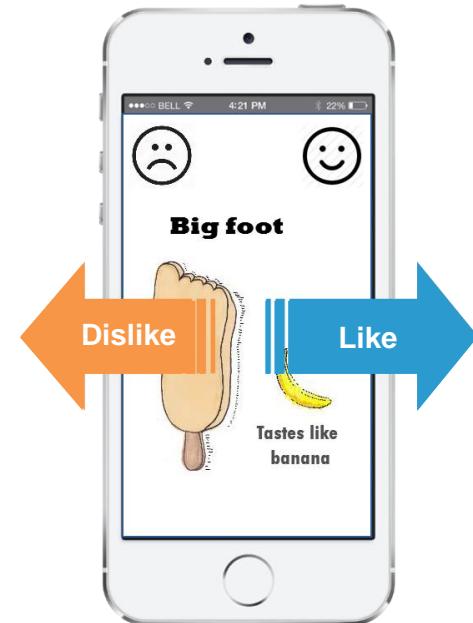
Swipe

Which products do the children like/ dislike?



Feedback

Understand the choices made by using heatmaps



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



Does it work only with visuals or also with text?

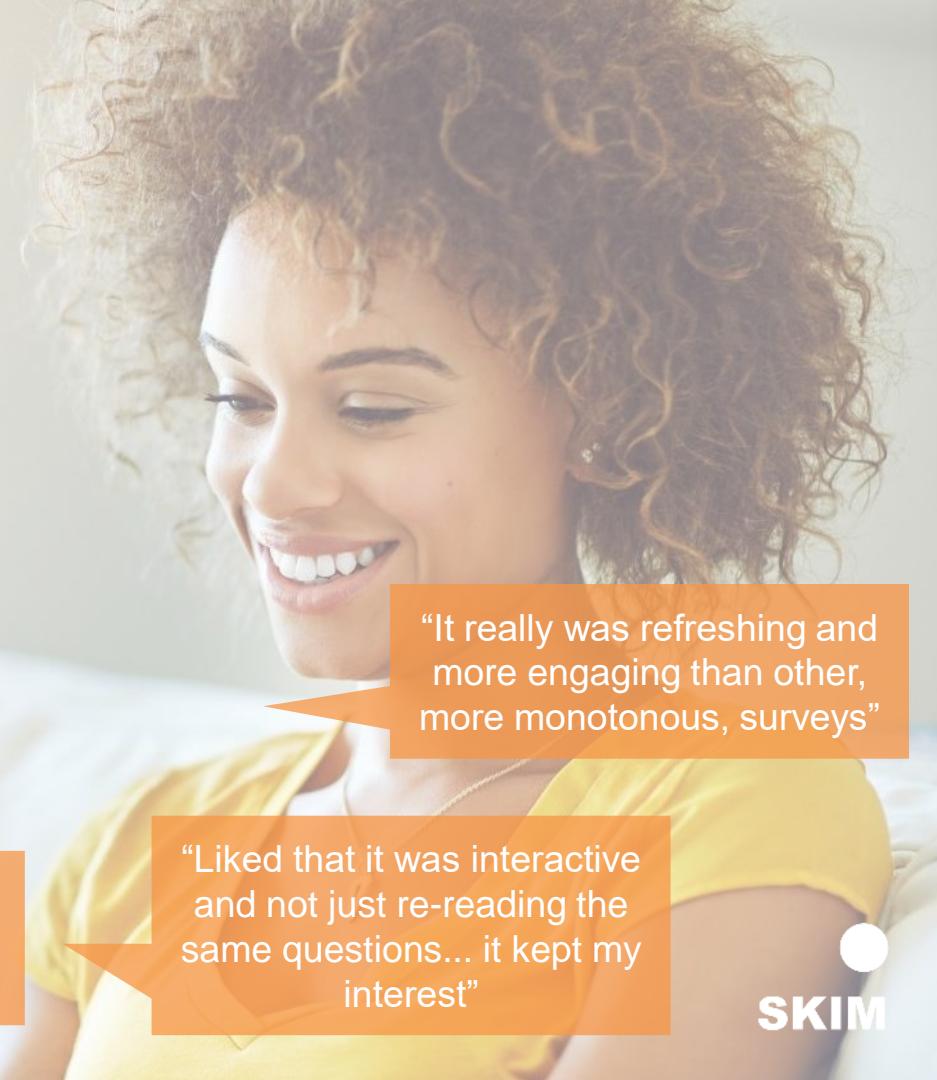


Any
differences in
terms of
outcomes
between
mobile and
traditional
methods?



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Engagement is up





OK



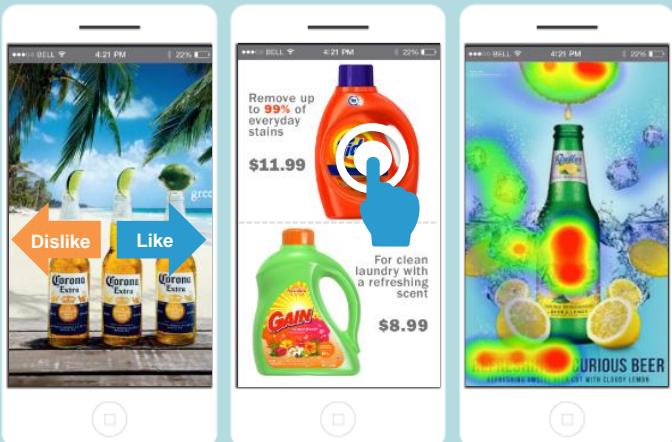
Gamification



Mobile



Emotional





Try it yourself!
<http://tinyurl.com/Unspoken-SKIM>



Contact us



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