

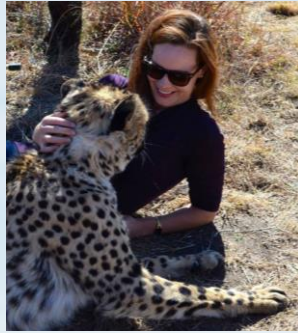
Swipe right, swipe left

How new mobile research techniques create better insights

Sarah Cunliffe

Patricia Dominguez

About Sarah



About Patricia





You Are Here



Mobile world



OnlineShop

Quantity:

1

Add to Cart



Proceed to Checkout

 351

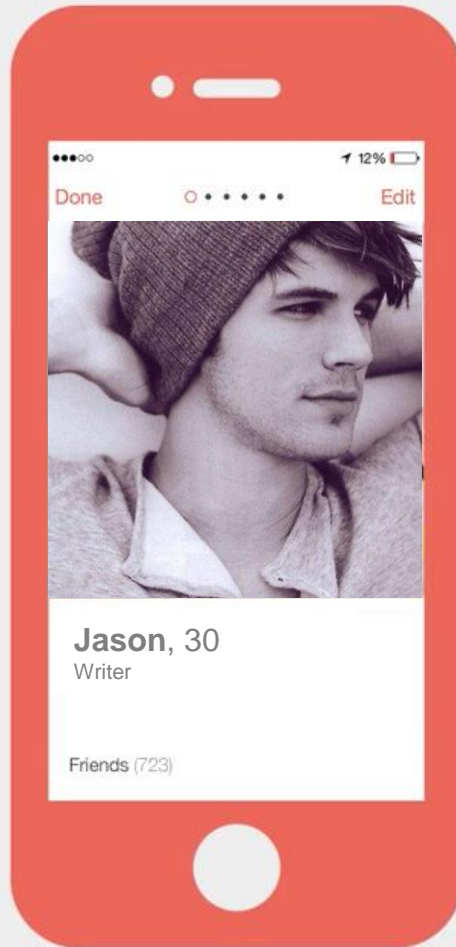
BEST 420

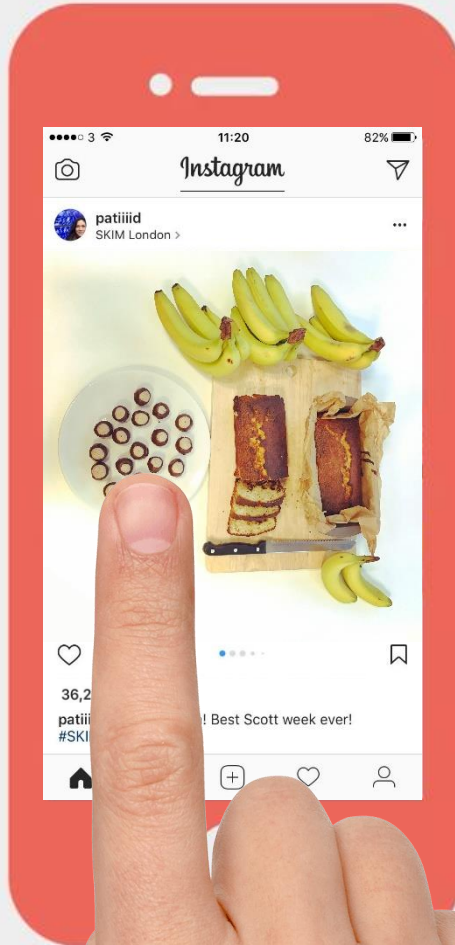


3 FRUIT
COMBO
+3

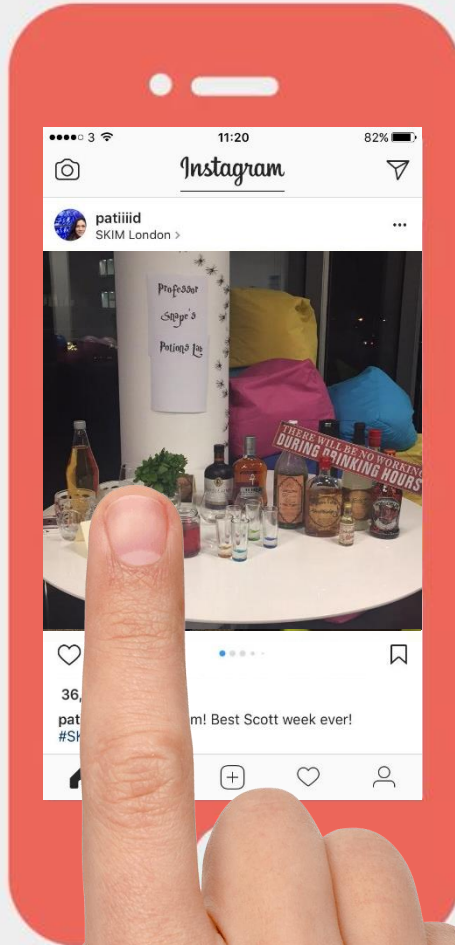



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2:01
Thursday, September 19

> slide to unlock





Mobile world



Gamification



Mobile world

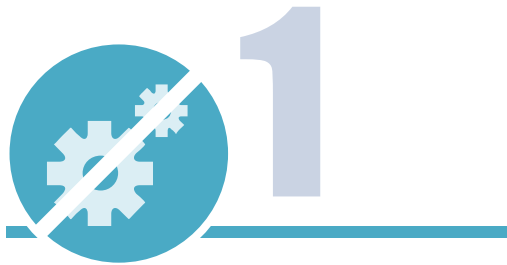


Gamification



The subconscious

Traditional methods do not meet the current needs



Tend to focus only on the rational part



Are not the most suitable for mobile phones



Are long and not engaging for respondents

| So what?

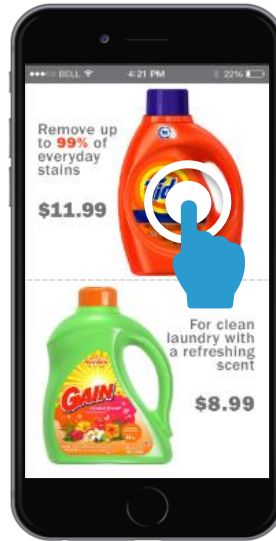


SKIM

UNSPOKENTM 3 New Mobile Technologies



Swipe



Trade-off



Feedback



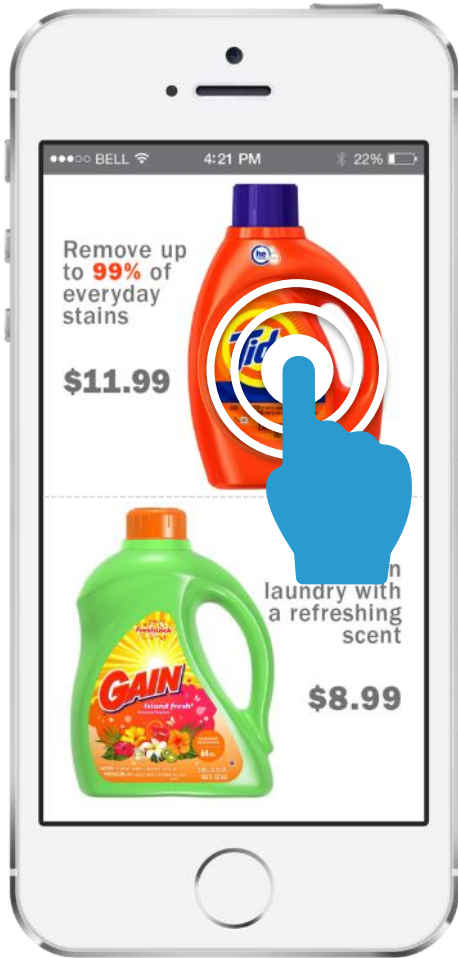
Module 1. Screen stimuli through an intuitive and fun swiping exercise



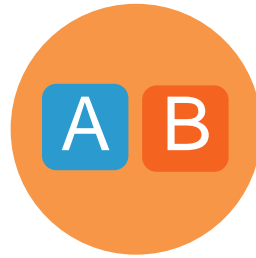
Swipe Direction
Metric 1



Reaction Time
Metric 2



Module 2. People make trade-offs between two concepts



Product Choice

Metric 1

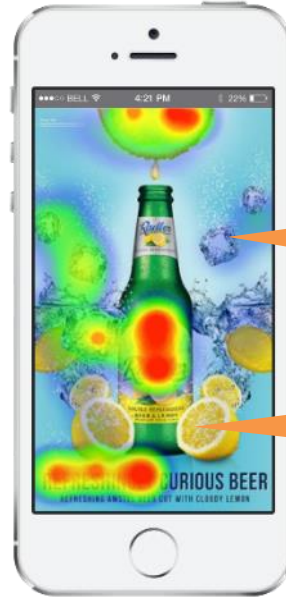
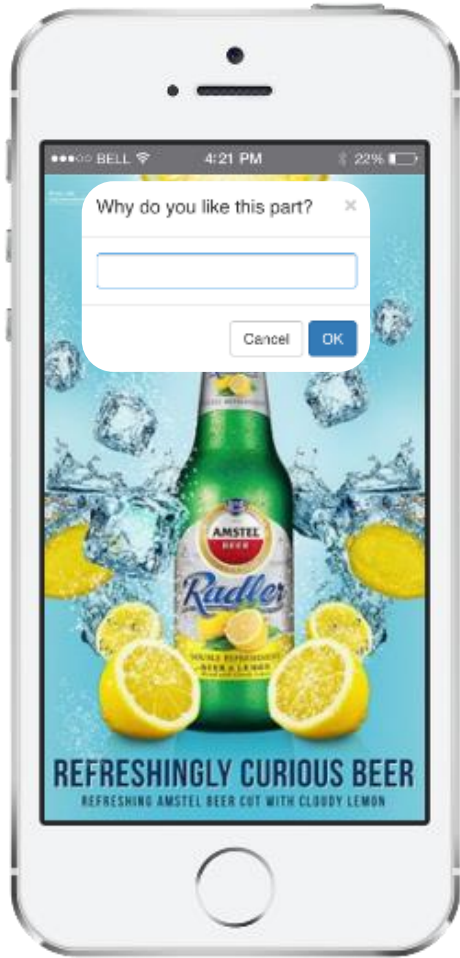


Reaction Time

Metric 2

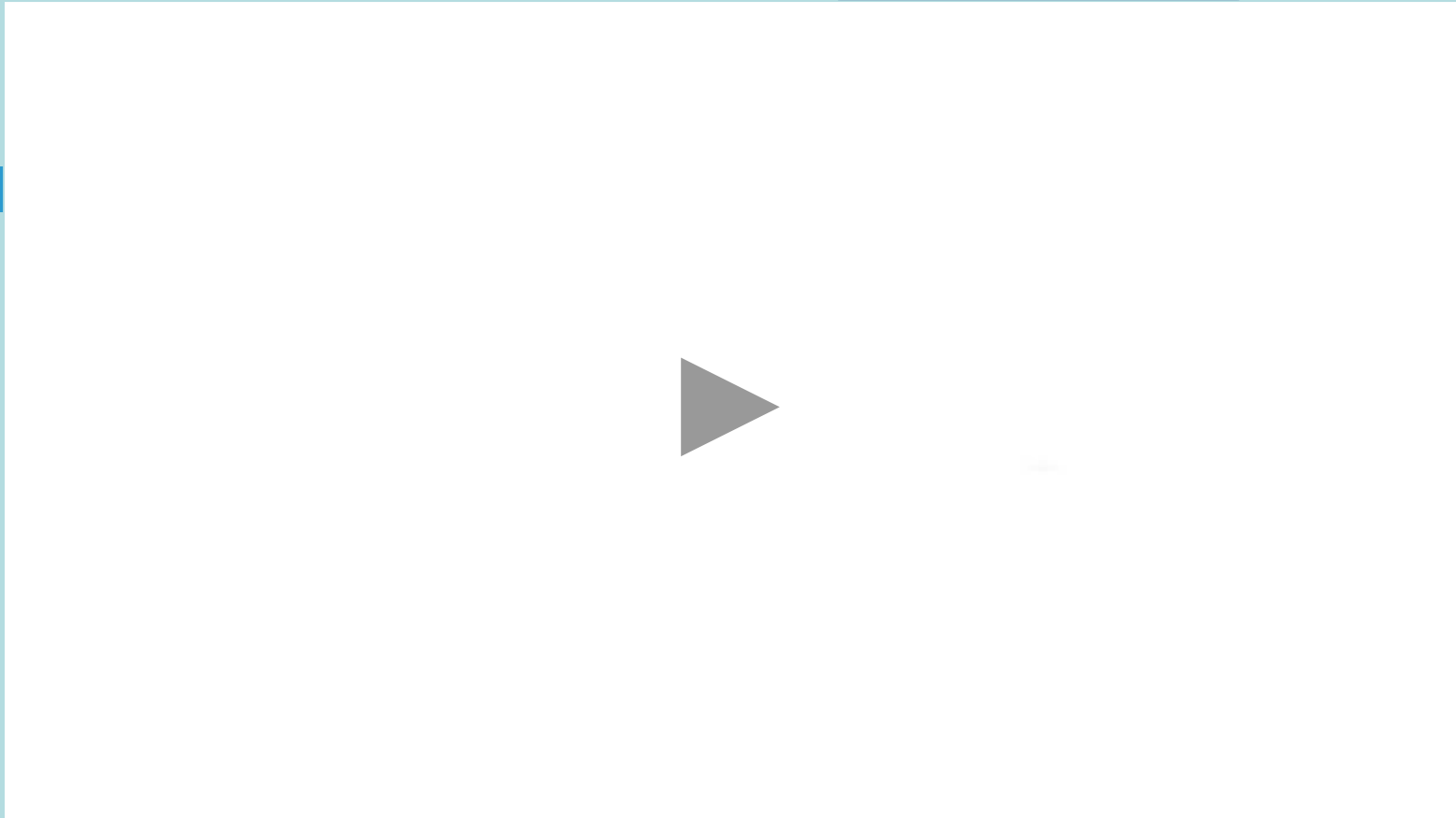
(using conjoint style simulator approach)

Module 3. Identifying the reasons why 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
Promotions**



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



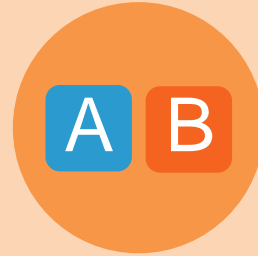


Case Study: Line Optimisation



Swipe

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



Trade-off

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





Case Study: Research with children



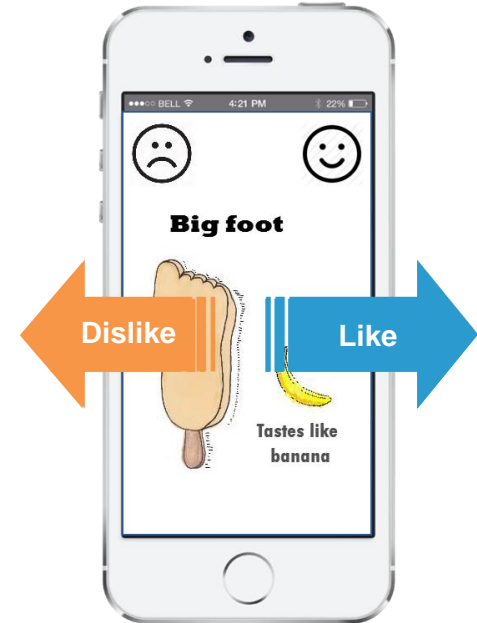
Swipe

Which products do children like/ dislike?



Feedback

Understand the choices made by using heatmaps



THE POSSIBILITIES



ARE ENDLESS



SKIM

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”



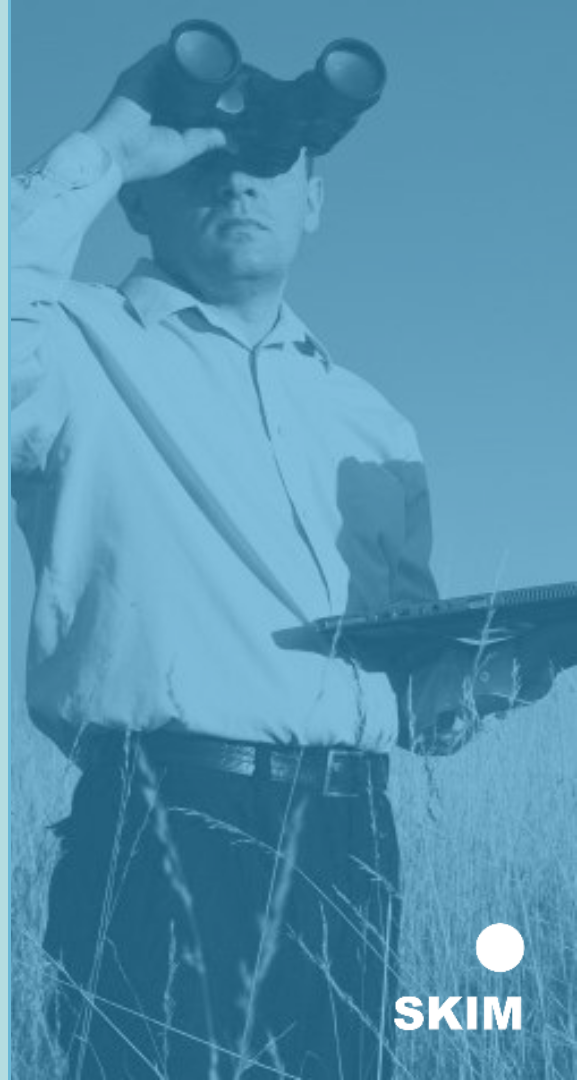
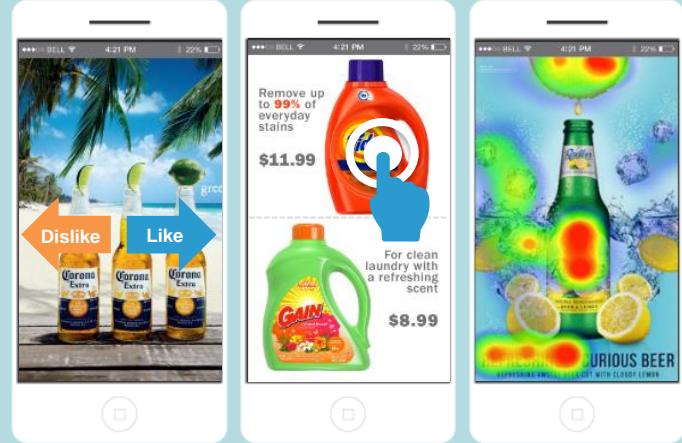
Gamification



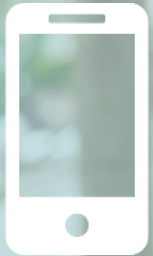
Mobile



Emotional



Any questions?



Give it a go!

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

Contact us



Sarah Cunliffe

Research Manager

Based in London

s.cunliffe@skimgroup.com



Patricia Dominguez

Senior Research Analyst

Based in London

p.dominguez@skimgroup.com



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