SKIM

UNSPOKEN™

A new technology that blends implicit research techniques with an engaging mobile interface

Application areas

Initially developed to evaluate and optimize messages, UNSPOKEN™ is a versatile research approach that can be used to optimize a variety of stimuli.

| Ads | Messages | Banners | Variants | Packs | Promotions |

Engaging mobile interface

Mobile devices have become integral to many daily routines. In the research industry, we have to adjust to this new reality to stay in touch with customers as they search, share, watch, like and swipe. UNSPOKEN™ helps make this connection.

By using native mobile swiping and tapping techniques, participants are immersed in an intuitive and interactive user experience that helps connect with natural behaviors. Considering increasingly busy lifestyles, the exercises are intentionally short and focus on gathering only the most essential information. This lean approach also eliminates the clutter of irrelevant details, leading to clear and actionable recommendations.

Bridging emotional and rational drivers

The complex human mind can be influenced in many ways, both at a conscious and subconscious level. Traditional research techniques predominantly focus on cognitive aspects, creating a bias toward more rational outcomes. Because these methods often fail to account for subconscious processes in the brain, they are not fully reflective of actual consumer behavior. On the other hand, more academic, fully implicit research techniques like the 'implicit association test' capture subconscious processes well but have limited commercial use due to their less practical nature.

UNSPOKEN™ bridges the gap between these techniques by using intuitive exercises that trigger more instinctive responses and incorporating reaction time as an implicit measure. Then, the advanced algorithms rooted in SKIM's choice modeling expertise use the recorded choices and reaction times to model outcomes that are more representative of the true behaviors consumers display in market.

How does it work?

UNSPOKEN™ consists of three core modules: Attraction, Conversion and Understanding which can be used in a variety of ways depending on the objective.
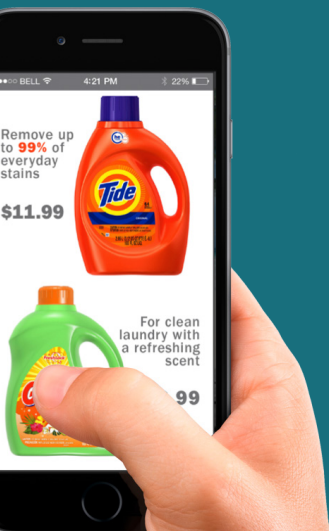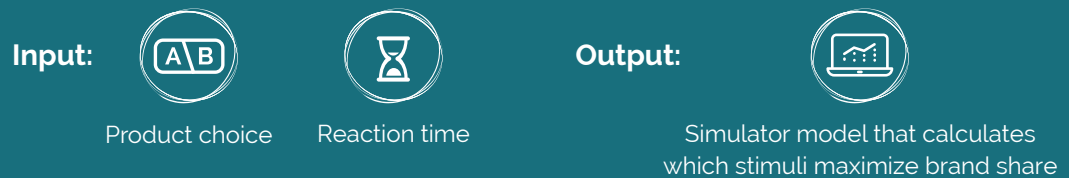
Module 1: Attraction

In this module consumers repeatedly swipe stimuli to the right if they like it and to the left if they do not. The exercise is based on quick intuitive judgments made one right after another. These judgments are made in isolation which tend to be more emotional, automatic and associative. This approach is particularly good for measuring initial reactions to stimuli, for example initial appeal or identification of which stimuli break through the clutter.

Input:

swipe direction

reaction time

Output:

1-100 score
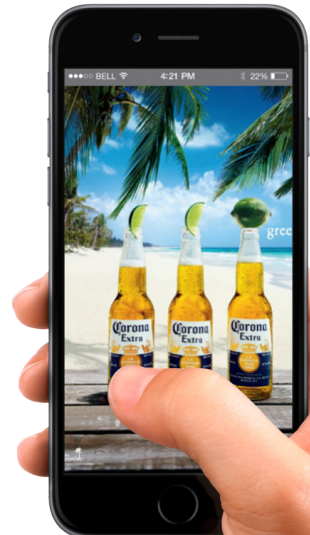
Module 2: Conversion

In the conversion module, consumers make trade-offs between competing stimuli. By making consumers choose between options, joint judgments about the stimuli are created, which tend to be more rational in nature than judgments made in isolation. This exercise is useful when simulating moment of truth situations where choices have to be made and more rational and deliberate processes tend to kick in, like at the supermarket shelf or in an online shopping portal.

Input:

Product choice

Reaction time

Output:

Simulator model that calculates which stimuli maximize brand share

Module 3: Understanding

The true value of research is in understanding the underlying motivations and drivers, not just in determining top-performing stimuli. In the third module, consumers indicate which parts of the stimuli they do or do not like with a quick tap on the screen, which can then be further elaborated on with written responses. The resulting heat maps and written feedback help identify elements that create or diminish value, allowing for further improvement of stimuli.

Input:

most and least preferred stimuli

written feedback

Output:

heat maps

qualitative understanding of motivations and drivers
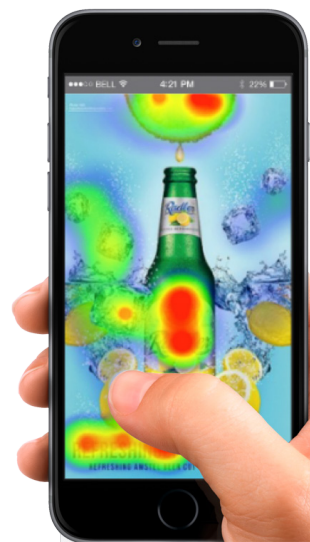
Development process

SKIM has tested tens of thousands of brand messages for leading companies across the globe, providing us with a thorough understanding of which characteristics constitute a strong or weak message. Our experience has shown that standard methods do not always sufficiently capture subconscious processes of the brain and, in many situations, can be less accurate predictors of consumer choice behavior. These learnings, combined with the growing impact of mobile devices on the research landscape, prompted the development of our mobile implicit research solution.

To achieve this ambitious goal, SKIM's cross-functional team of psychologists, brand communication specialists and the world's leading discrete choice modeling experts spent a year researching and piloting UNSPOKEN™. During the process, we discovered that our mobile techniques and methods could be used beyond just brand communications research.

Modeling reaction time

Our UNSPOKEN™ modeling algorithm incorporates reaction time as a powerful, implicit measurement. In order to accurately model reaction time, we must account for certain variations within and between respondents while also ensuring data quality.
We first normalize times at a respondent level to help prevent differences in individuals' behavior from affecting results. In addition, a repeated measure of each stimulus ensures enough data points for a robust estimation process. Finally to ensure data quality, a reset function automatically pauses and resets the exercise when a respondent gets distracted.

About SKIM

The development of UNSPOKEN™ combines and connects new technology, better research and SKIM know-how. SKIM is a refreshingly human customer insights agency with research heavyweights specialized in customer decision behavior. Bridging the rational and emotional, we partner with leading companies to understand and influence the customer journey across all channels. We are constantly evolving, inventing and innovating to help you perform better.

Find out how UNSPOKEN™ and mobile technology can build better connection with your customers: skimgroup.com/UNSPOKEN

SKIM

decision behavior experts