HUMAN-CENTRED CUSTOMER & PRODUCT RESEARCH

PH1 MEDIA

Strategic research for corporations & startups to innovate the customer experience

UNDERSTAND & PREDICT CHANGES

Technology is evolving at an exponential pace – but so are the motivations and behaviours of your customers.

Human-centred research enables organizations to understand and predict changes related to their customers and products. Through a detailed diagnosis of analytics and customer data, PH1 creates a research strategy that will identify underlying factors impacting your product. Often these shifts are a result of unmet expectations and perceptions, however more often there are underlying insights attributable to political, economic, social and technological changes.

Thanks to extensive experience leading marketing, branding, and product business units, our team turns insights into actionable recommendations. As trained facilitators, we can lead your teams through educational co-creation sessions to apply these learnings right away.

3 PHASES OF STRATEGIC RESEARCH

1 PROBLEM DIAGNOSIS

2 CUSTOMER INSIGHTS

3 ACTION PLANNING

WHY

Analyze business challenge(s) and prioritize where to focus research to maximize time, budget.

Gain an in-depth understanding of customers and product, not possible via data analysis alone.

Ensure insights have the most actionable impact, by preparing teams to immediately use the insights.

METHOD

- Data analysis
- Assess assumptions
- Experience audit
- Stakeholder interviews

- Interviews
- Focus groups
- Product/user testing
- Shop-alongs/ ethnography

- Recommendations
- White paper
- Curriculum
- Workshops / facilitated ideation
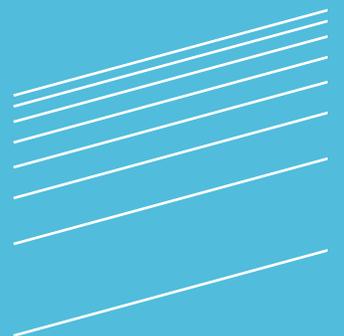
# VOICE OF CUSTOMER RESEARCH

Customer Engagement Analysis
- Understand customer motivations, perceptions, expectations
- Analyze and attribute pain points
- Prioritize engagement themes, value propositions

Customer Segmentation Analysis
- Verify segmentation criteria
- Identify the primary value propositions and motivators by segment
- Define customer segment personas

Path to Innovating Customer Engagement
- Benchmark competitor customer engagement strategy
- Identify innovation & disruption engagement trends in industry
- Map marketing themes by segment
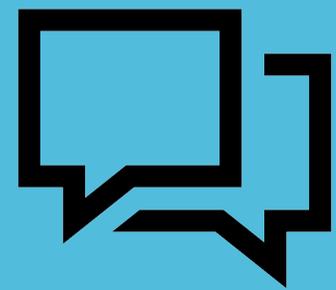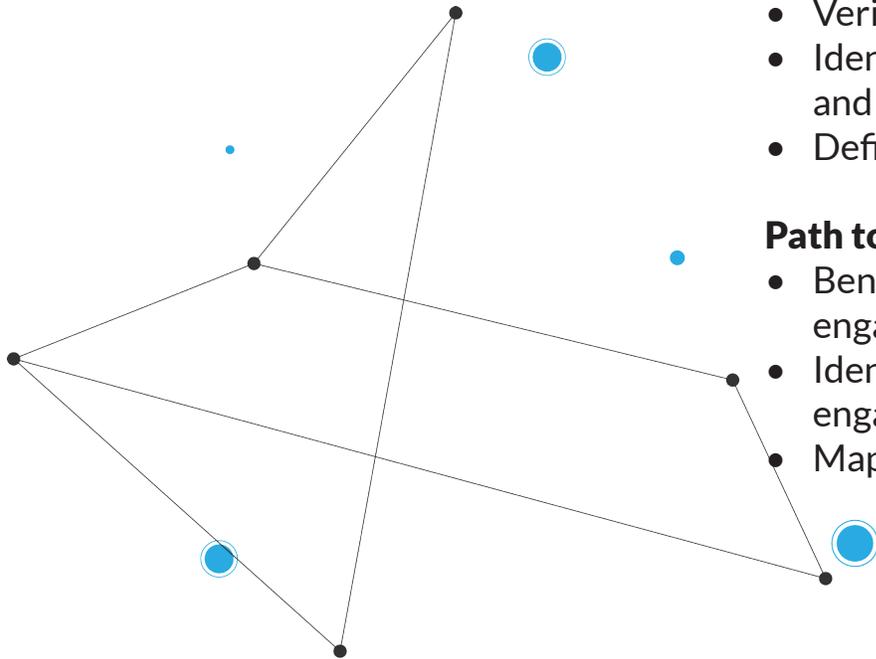
KEY FINDINGS

Research findings by Podium identified that **93% of consumers are influenced by online reviews**. It also found that only 13% of consumers will go direct to your website when searching for your product. Take control of your own Voice of Customer and understand any factors that may undermine your ability to acquire new customers and grow existing ones.

# EXPERIENCE RESEARCH

Customer Experience Analysis
- Analyze & audit customer experience
- Diagnose pain points and unmet expectations
- Identify opportunities to shift customer behaviour

User Experience (UX) Analysis
- Analyze & audit user experience (product)
- Diagnose friction points and conversion drop-off causes
- Identify opportunities to improve conversion, sales, engagement rates

Path to Innovating CX & UX Experience
- Benchmark competitor CX & UX
- Identify innovation & disruption experience trends in industry
- Define personalization strategy by segment
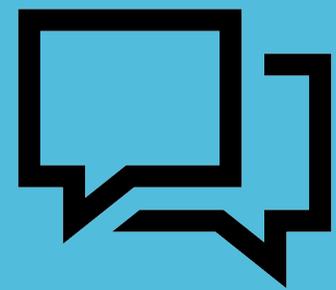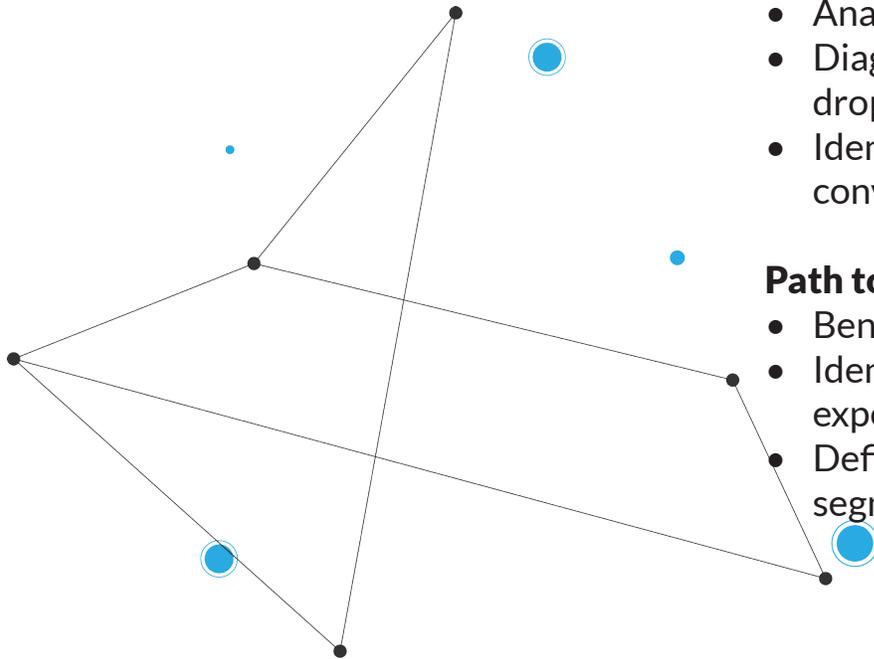
KEY FINDINGS

IBM's Customer Experience Index Study found that **only 3% of brands are classed as Leading Edge**, while 39% are Falling Behind or Lagging Behind: "Brands should focus on meeting consumers where and how they want to engage, adapting business models to limit the disruptive impact of new market players and embracing technology, innovation."

PRODUCT MARKET RESEARCH
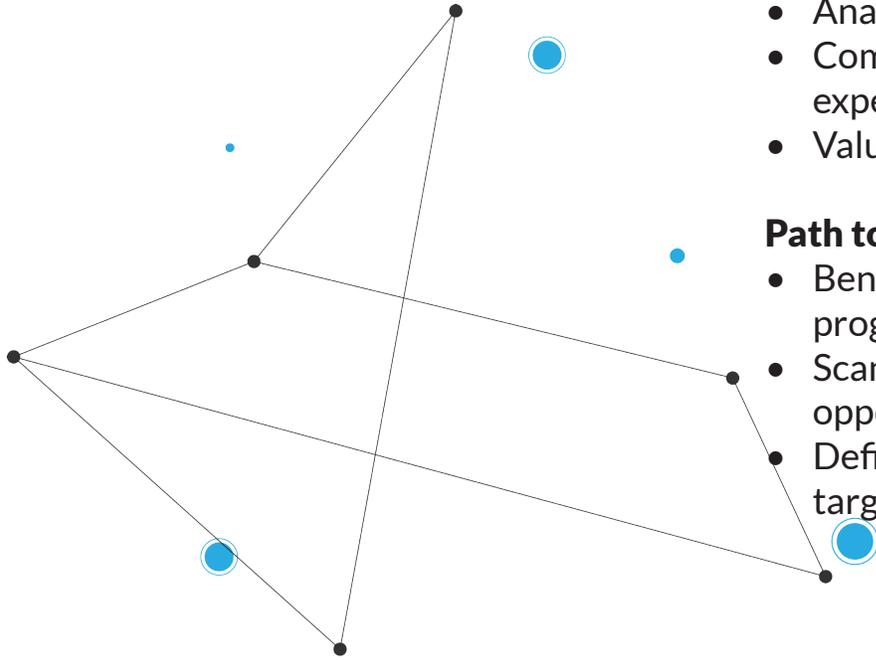
Product/Service Testing
- Understand why consumers purchase your product (or don't purchase it)
- Understand why consumers purchase your competitor's product (or don't purchase it)
- Map consumer's decision-making process

Product-Market Opportunities
- Analysis of current product-market fit
- Comparison of customer needs & expectations to industry offerings
- Valuation of identified opportunities

Path to Innovating the Product/Service
- Benchmark of competitor innovation programs, opportunities
- Scan of technologies and startups in opportunity space
- Define product innovation strategy, targeting identified opportunities
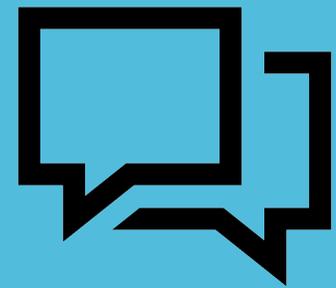
KEY FINDINGS

CB Insights identified Product-Market Fit as the biggest reason startups fail: "Tackling problems that are interesting to solve rather than those that serve a market need was cited as the number one reason for failure."
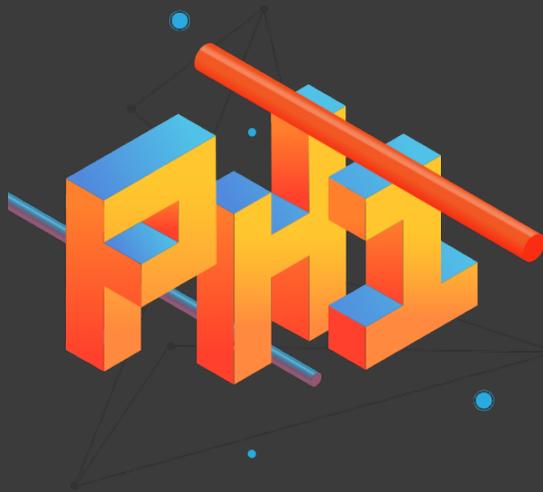
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Please contact us with any questions, to discuss your project, or to schedule a presentation.

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BRITTANY HOBBS
RESEARCH & CLIENT LEAD

A Cannes Lions award-winning branding and research expert who has led accounts for Honda, ICBC, TELUS, BCLC, while at Canada's biggest agencies. She has advised startups, governmental organizations, and charities.

She is also the Director of Thought Leadership for the American Marketing Association in BC.

ARPY DRAGFFY
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He has spent two decades leading teams for industry leaders—Hootsuite, Sage, Bodog, Red Bull— and turning startups and governmental organizations into innovators.

He has consulted early-stage startups, developed corporate innovation programmes, and lead strategic design workshops Internationally.

DANA DAHER
RESEARCH MANAGER

A business process and anthropological researcher with international experience supporting agencies, financial industry, non-profits, and startups.

She is an honours graduate of University College London's Master's of Anthropology.