



## CASE STUDY

# A GLOBAL MANUFACTURER OF DURABLE HOME EQUIPMENT EXPLORES INCORPORATING A NEW INTERNET-OF-THINGS TECHNOLOGY INTO THEIR PRODUCTS

PERSONA EXPLORED: CUSTOMERS

**PersonaTel**

# "WILL OUR CUSTOMERS CARE ABOUT THIS?"

## OPPORTUNITY

Internet-of-things (IoT) technology turns traditional "dumb" devices like refrigerators and watches to "smart", connected devices. This technology has become increasingly popular. Not wanting to be left out, manufacturers are continuously looking for ways to incorporate IoT into their products. But incorporating IoT technology into existing products can come with unforeseen development and production risks. And in some instances, customers simply may not find a lot of value in IoT being incorporated into some products.

So when our client began exploring incorporating IoT into their leading line of home equipment devices, there was one important question they wanted to answer first. "Will our customers value the benefits IoT will bring?" They'd opt to pursue, or halt efforts of incorporating IoT based on the answer to that question.

## OUR SOLUTION

To answer this question, our team designed a concept test survey that would be fielded to a high-end user target audience our client viewed as the ideal market. Our team drafted the survey to get actionable insights that would not only inform our client of the customer's interest in the concept, but help direct product development efforts based on the audience's daily life/routine, values and expectations. Upon completion of the 1500 respondents, we combed through the data to highlight relevant insights, developed various sub profiles within the persona, and made explicit recommendations around product development next steps based on our analysis, and direct experience with innovation projects.

## IMPACT

Our concept test confirmed strong customer interest in the IoT concept. But our team ensured the study went a step further. Our question design enabled the team to not just make a Go/No Go tollgate decision. We designed the survey to gain detailed feature and benefit insights as well. This enabled their product and innovation team to quickly enter the next stage of the development process ahead of the game with a customer-centric perspective on where to focus development efforts related to the features and benefits of the solution.