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New Market Research Mobile App to Facilitate New Product Development & Innovation

A digitally contextual technique of NPD and innovation through a mobile app

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Publication Date: May 2018
ESOMAR Publication Series Volume S384 Asia Pacific 2018
ISBN 92-831-0300-9

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Published by ESOMAR, Amsterdam,
The Netherlands
Edited by: Deborah S. Fellows

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Introduction

Key highlights

1. The key purpose if this paper is to show the application of digital MR tools to provide critical inputs to successful New Product Development & Innovation.

2. The key differentiation of this research paper is to showcase the application of a digital MR tool that can provide a very important perspective in the process of 360-degree product development - from ideation stage to building the compelling product propositions.

3. One of the key highlights of this paper is to show how we used a digital app-based MR tool to get critical user feedback that became an important input in the development of a unique mobile app in area of social media, for the client – Whoozini!

Client/research buyer's needs

a. The client 'Whoozini' based out of USA, had the concept to create a social media product – Whoozini. They believed user feedback through structured consumer research to be one critical input in their product development strategy. They wanted to understand the user inputs and need gaps among users of social media in the USA and South-East Asia.

b. The client wanted to use the research findings to be one important building block of their product strategy. This concept was used in creating the strategy to develop the Minimum Viable Product (MPV) and then subsequently in the Beta Version. They believed research will contribute to the product development strategy of the next phases of the product.

Two future action areas identified based on the research

a. 'Whoozini' is a location based social networking app – creating the connection between people and places. Currently the product deals with real content posted by users. However, the future plan is to develop different user generated content into this. This will enable users to create, share and discover forms of digital objects through this. This was a result of user articulations during the research process and also during the workshop phase. This will again need the user behaviour study to develop and perfect.

b. Another area of future development, as the app grows, is to sort content according to user preference. This will need a lot of user analysis to create the sorting algorithm.

Research agency's role and tasks

Task 1: To understand the current usage & attitude of the different social media users and thus to pin down some of the fears, anxieties and need gaps in the space, in order to create a differentiated product proposition

Task 2: To help the client with the user insights as inputs to the strategy to develop the initial Minimum Viable Product (MVP) strategy

Task 3: To evaluate the MVP among a small base of pro-users (ahead of the curve users)

Task 4: To present the feedback of MVP phase to help shape the strategy to develop the BETA version for testing among a larger user base in USA and South East Asia (Singapore & Jakarta)

Task 5: To present the findings of the BETA phase to understand the demand of the product, its features and hence help the development of the final commercial product strategy

Key challenges faced by the agency before the research started:

1. The client had sufficient experience in product development; they already had a product concept in mind & wanted to directly go into MVP (Minimum Viable Product) Phase – the challenge was to show the value and contribution of an exploratory phase before testing
2. To translate the findings of exploratory phase in a way that it contributes significantly in developing the product proposition and subsequent features
3. Apart from simulated User testing, the client wanted to get into the real moments & user contexts - to capture the reactions & feedback to the BETA version in real time and in a non-intrusive manner
4. Client wanted to do this research mostly digitally with very limited offline intervention and in the most cost-effective way – but to engage people digitally, we needed compelling incentivisation and rewards plan!

The following pages provide a detailed account of the DigiTang Mobile App and its applications and thus the process and methodology followed to attain client's objectives in developing a product strategy for a compelling Social Media App – 'Whoozini'. It will give an account of the different stages/phases followed from exploratory stage to product development stage and how DigiTang used contextual understanding through online and digital survey and behaviour tracking!

Understanding client's app – 'Whoozini'

What is Whoozini?
Every day in your life, you are surrounded by unknown faces and untold stories. The world never gets to hear these stories and people don't get to make these connections.

For example, you are enjoying that great coffee in that little-known coffee shop or you just saw something spectacular while camping in a park or you just hate the service of a restaurant.

Whoozini provides a platform to share that scoop with literally anyone in the world. The scoop will be pinned to the location the scoop is posted from.

Whoozini doesn't have a concept of friends or followers. Anybody can share a story and anybody can read and react to that. Users earn points as their content gains popularity.

Or a few other examples - You are in a large conference to meet new people and network with them. Or you want to know about the man in the train reading the same book you love. Some of them can be invaluable to your personal or professional life. You discover these people and make these connections using Whoozini!

As far as yourself, you can create avatars and show that around you. Like others can discover your scoops, they can also discover your avatar if you wish.

How does it help me as a user?
Whoozini provides a platform to read experiences of people around the world by browsing the map. Go to a remote village in New Zeeland and see what people are doing there today, or travel to Paris tonight – roam around the world and discover lives of people. Add to this fascinating story by putting your story from the corner of the world where you are.

It is about making your right connections in an unknown place, where you are surrounded by unknown people.

Understanding the 'Digi'Tang' – a new age mobile MR app and how it partnered with 'Whoozini" – a new age social media app

Since the client's product, i.e. Whoozini app, is all about discovering people and stories near you, one of the key tasks was to gather the places/locations/emotions/activities of the target segment, not only in terms of claimed responses but also in terms of tracking real time behaviour and activities. And therein lays the main challenge and beauty of the method and the technique. The following paragraphs provide a detailed account of the same.

Criteria and target segment definition - Where and with whom did the research happen?

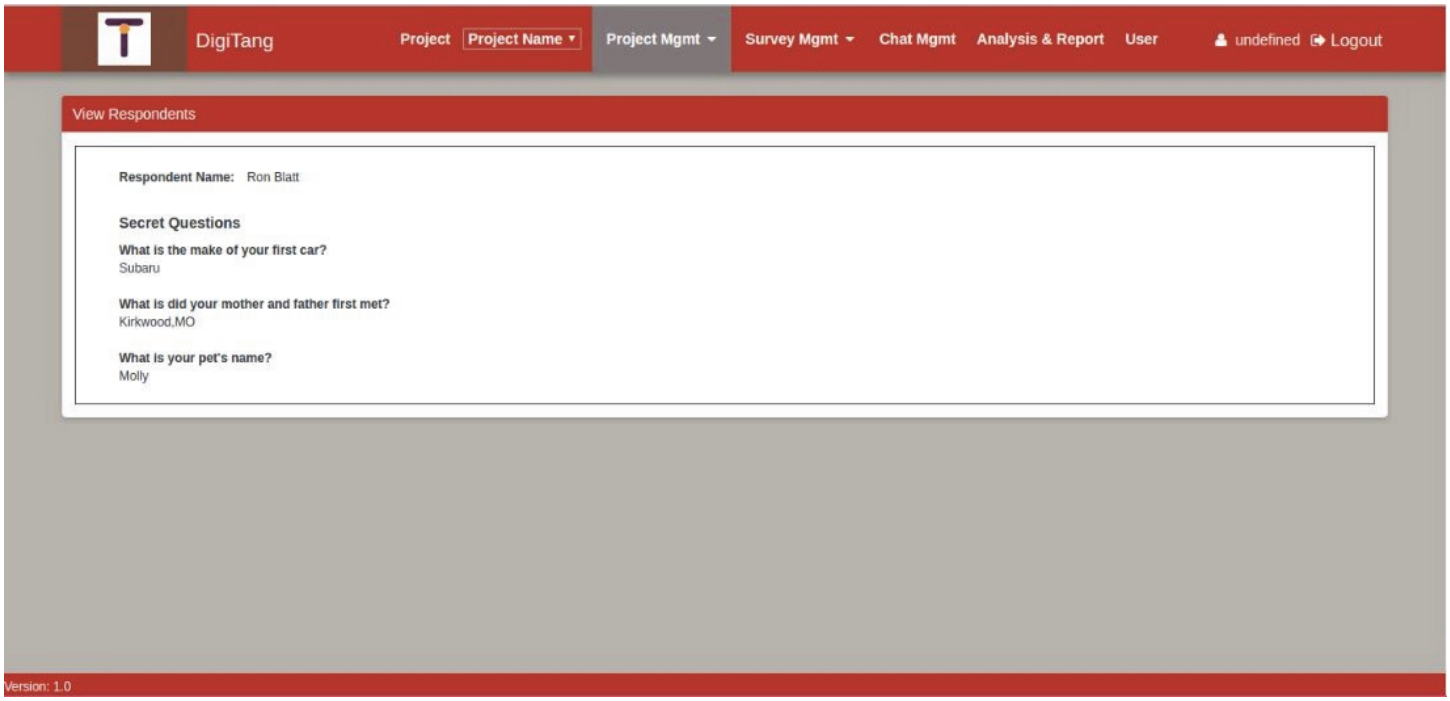
Research locations: The research was conducted in St. Louis, USA and Singapore

Target segment: 40 respondents were taken in each country for the research purpose. We concentrated mainly on the following**:**

- 18 to 25 years segment
- College goers and first jobbers
- Equal split among males and females
- Articulate and must be using at least five social media apps e.g. Facebook, Twitter, Snapchat, Line, WeChat, WhatsApp etc.
- Active in hanging out on weekends and weekdays
- Must have visited hotspot hangouts in last one month
- We took a mix of study specializations (Engineering, Arts, Humanities, MBAs, PhDs) and professions (jobs, self-employed, creatives, finance, engineering etc.) to have a diverse mix

Every respondent was pre-recruited physically and then went through a subsequent screening before being a member participant of the 'DigiTang' App. The online link of 'DigiTang' was sent to the screened participants and they had to answer few questions for security purpose before entering the App.

Figure 1. Screening of respondents



How we brought all 40 together to participate?
After pre-recruitment and online link verification, each respondent was instructed to keep the push notification of the App on, so that we can send them periodic reminder of joining together in the App on a particular Initiation/Start date.

Incentivisation scheme for participation:
The incentivisation planning was divided across different phases of the research e.g. for Exploratory phase (*to be illustrated later*), the respondents were given: 1) online discount coupons for food, hangouts, 2) prepaid phone recharges (Singapore only) and 3) small electronic gifts, etc. but the nature of the incentives were determined on three factors, namely, a) active participation and b) relevant contribution and 3) timely response. This scheme of incentives ensured that there was regular participation from the respondent's side.

For the Evaluative phase (*to be illustrated later*), there was a combo incentive from both agency and client side. Apart from participation-based incentives as illustrated before, 'Whoozini' used its points-based system to award the participants who used the 'Whoozini' app.

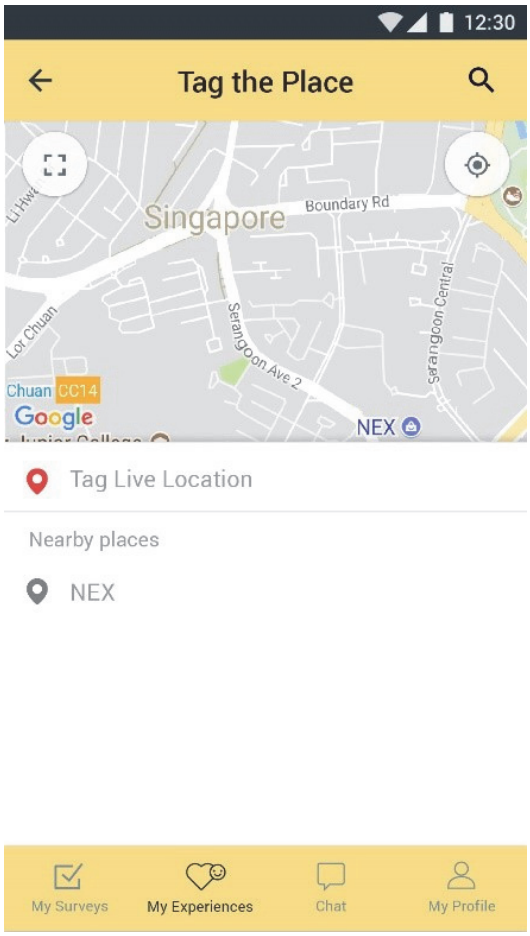
Whoozini created a competition among the respondents to encourage more usage. Whoozini awards points through the app to its users based on their activities. It incentivises some specific activities more than others. During the competition, Whoozini declared to give away monetary gifts to the first three highest point earners every week. This encouraged the app usage along with specific focus on activities.

Methodological specifications and stages

Methodology in a nutshell:

a. *Survey & chatting stage*: We used 'Chatting' (both group and one-to-one) feature of 'DigiTang' app to engage 40 participants in batches *over two weeks*. The moderator pre-designated two live chatting days along with the respondents per week apart from self-administered tasks throughout the rest of the week (*more illustrations given in later sections*)

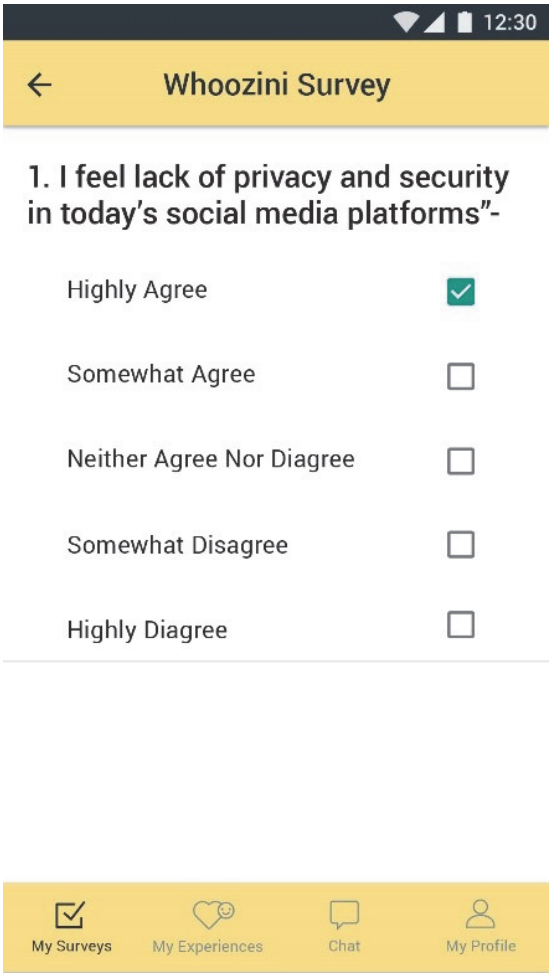
Figure 2. Digi Tang chat room



b. *Online tagging phase:* Since the client's product, i.e. Whoozini app, is about discovering people and stories near you, the second task was to gather the places/locations/feelings/activities *for one month*. All respondents were

instructed to keep the auto-tracking *on* for the DigiTang App so that we can track their locations and movements seamlessly and also the respondents were given weekday and weekend notifications to voluntarily *tag* the places they are visiting or the feelings they experiencing through emoticons (*Illustrated in later sections*)

Figure 3. Digi Tang tagging option



c. *Workshop phase*: We internalized the learnings from the EXPLORE phase and built product propositions with the client (*More illustrations later*)
d. *Evaluative phase*: In this phase, we evaluated the MVP and the BETA versions, both digitally (real-time reaction) and offline.

Detailed methodology

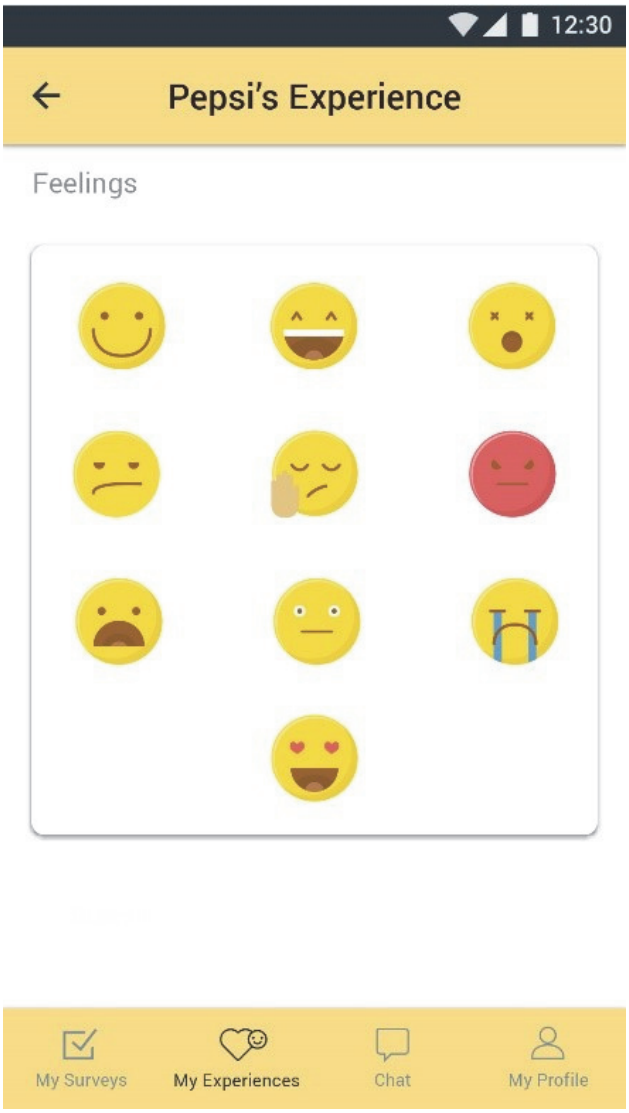
To substantiate further, *the research was divided into four phases, namely*:

1. *Online explore phase*: the initial exploratory phase to gather the choke points and anxieties of present social media users.

    a. *Chatting & survey stage*: We used 'chatting' and 'survey' (both group and one-to-one) feature of 'DigiTang' app to engage 40 participants in batches over two weeks:

    Integrate Chat-Survey function: Apart from a survey (quantitative survey of max. 45 minutes and chat (qualitative room), both aspects could be brought in, as and when needed for the purpose of the research. For Chat room, though predominantly qualitative, certain quantitative questions were included and it had the ability to quantify certain aspects as and when needed and felt e.g. if one or two respondents among 40 of them said that "I am quite concerned about my privacy in today's social media platforms, I feel very vulnerable and disturbed" – The Chat room had the instant ability to unleash a one survey question or statement e.g. "I feel lack of privacy and security in today's social media platforms" – *highly agree, somewhat agree, neither agree nor disagree, somewhat disagree, highly disagree*

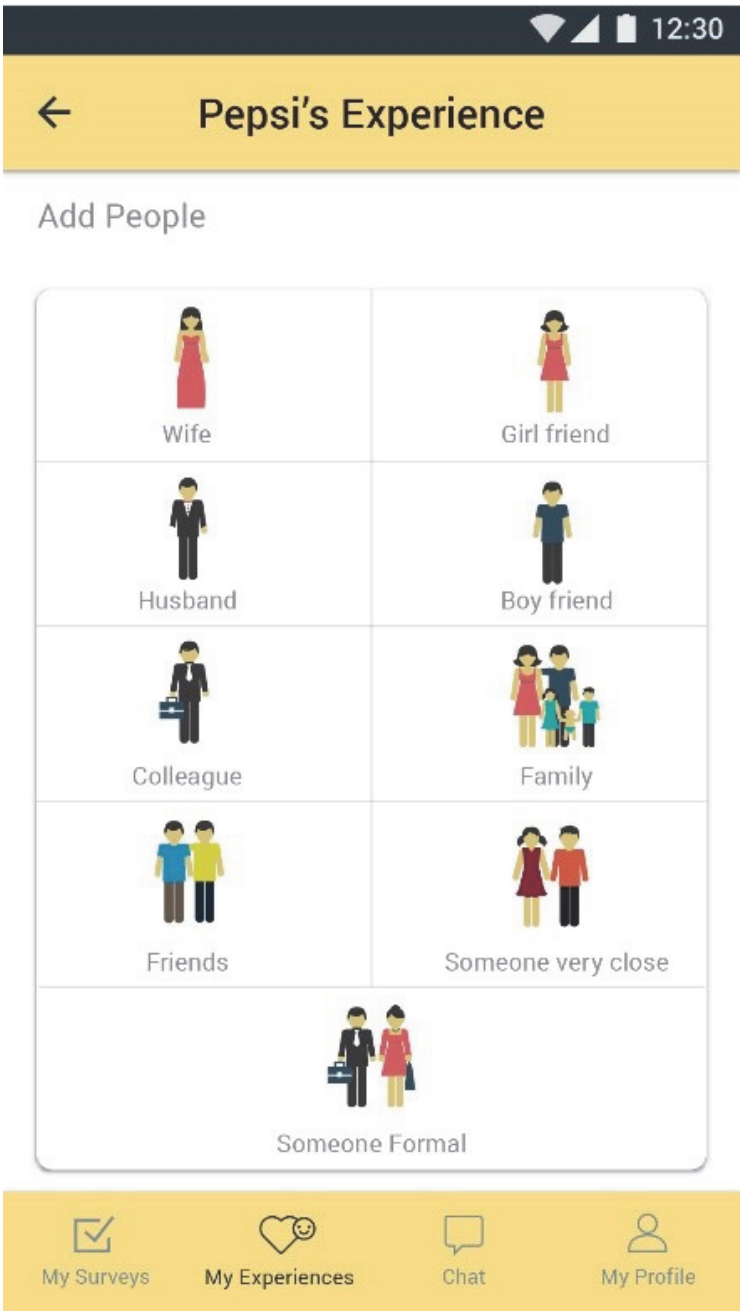
Figure 4. Whoozini survey question in DigiTang



With all vs. one-to one chat: Another dynamic feature of DigiTang was to instantly spot a group of opponents within the chat room and segregate them into a group of 'Likers' and 'Dis-likers' and form separate chat rooms of 'Like the Concept A' vs. Chatrooms of 'Dislike the Concept A' and chat separately with the sub-groups to have deeper and more pointed & sharp discussions. Instant notifications were sent to such respondents in private and individually to join the sub-group chat rooms for further discussion; similarly, we also took a single respondent from the Chat room to chat individually for more depth!

Intuitive self-tasks: The forum was both moderator based and with exercises/self- tasks – We made it a point to interact with the participants twice a week for one to two hours. Apart from the same, the respondents were given self-tasks e.g. collage, snaps, various creative expressions to make the task of expressing their thoughts more intuitive and seamless

Figure 5. Attaching feelings to thoughts - DigiTang



Audio messaging: Apart from writing or image led expressions, we also integrated audio messaging. It was very important for us to make the participants express in most natural ways as the entire interaction was online and digital. We introduced this function to maximise the ways of expressing oneself – no one should feel limited in terms of ways of expressions! This made the process extremely dynamic and we ended up collecting more diverse expressions in terms of writing, images, audio messages.

Detection ability: The app had the ability to look at predominant themes (keywords detection and word cloud) - thus making analysis easier and faster, e.g. 'lack of security' came significantly more in Singapore and 'boozing/drinking/hooking up 'etc. came up significantly more in USA with DigiTang automatically detecting the most mentioned words in the different geographies, thus making the task of comparison between two geographies or two target segments or even finding out dominant patterns much easier, seamless and less time consuming !

b. *Online tagging phase*: Since the client's product, i.e. Whoozini app, was about discovering people and stories near you, the second task was to gather the places/locations the target segments visit. We followed the following process in the 'TAGGING' function:

Voluntary 'tagging': We continued this for a month through DigiTang's *'tagging'* function even after the Exploratory phase was over; we kept on probing them about their 'Tagging's' during the two weeks of the exploratory phase and continued to send them push notification reminders mid-week and just before weekends/during weekends to 'Tag' the locations/emotions etc. We incentivized and rewarded the participants for tagging their locations, activities, emotions and feelings on a periodic basis. We created specific emoticons along with image sharing and tagging. All these were complemented by tagging of particular emotions/feelings and activities e.g. 'Feeling hopeful' or 'reading a book'; we also encouraged them to tag the location and name of books/locations they were reading or visiting, in order to gather active behavioural patterns. This immensely helped in deciphering the common dominant behavioural patterns emerging among the target segment and also the finer differences emerging in terms of the different profiles of respondents, thus, helping 'Whoozini' create finer nuances in their App product development.

Figure 6. Tag feelings - DigiTang

Auto-tracking and storytelling: Apart from voluntary "Tagging', we also ensured that the respondents keep their App open all the time to track their location and this particular step generated several locations based behavioural patterns. This was particularly important for my client 'Whoozini' so they can understand where people roam in terms of official weekdays vs. weekends. Later based on certain patterns, we interrogated a few people and got the location specific stories out of them – this was crucial as 'Whoozini' itself stood for discovering people and the stories near them; this in turn helped the client immensely in scenario building or their app development.

Intuitive choice making: Apart from tagging and chatting functions, DigiTang also brings system 1 and system 2** thinking together by intuitive choice making. Intuitive choice function measures the time taken in opting for a choice thus allowing the response to be classified as 'intuitive' or 'considered'. Apart from intuitive choice based on time lapse, the survey-based questions help to get the system 2 responses. This combined approach was very powerful to understand consumer decision making and especially helpful in features/concepts where 'System'1 based decision making was high for 'Whoozini'

Figure 7. Intuitive choices

At the end, we had plethora of behavioural & attitudinal patterns emerging from this phase and it immensely helped the client to understand the geographical differences in much more real-time manner rather than just depending on claimed responses of conventional and traditional survey or focus groups!

2. *Workshop phase:* In this phase, we internalized the learnings from the EXPLORE phase. This was a tricky task but due to auto-detection and pattern-based outputs, it took us much lesser time to analyse and make sense of the data; it was a seamless process to marry the chat/survey data with that of the 'tagging'/'tracking' data. The client and researchers together spent time on a two day workshop. Agenda of the workshop was to analyse the market research information and provide critical inputs to the product design process, to arrive at compelling product propositions and features for 'Whoozini'!

Example: The feature of the point-based reward system was validated by this research. It was conclusive that the point-based reward system was heavily accepted among the users.

Another feature that was heavily influenced by this research information was the ability to comment on scoops. This was not included as part of the product, but the users provided enough evidence to include this.

3. *Evaluative phase*: In this phase, we evaluated the MVP off-line and the BETA version was evaluated digitally online and in real time. Here are the details of the evaluative phase as given below:

   MVP evaluation: The MVP (Minimum Viable Product) was tested off-line among a small base of 20 participants in a simulated test setting and the navigation of the wireframes were recorded to correct the work flow; we divided 20 respondents in a group of four, thus we conducted five mini-groups. However, in each of the mini-groups, we evaluated the MPV at an individual level first and then took group reactions. Based on the feedback from this phase, Whoozini product owners tuned the initial NPD strategy. Like the placement of initial screens, the placement of several high use features was influenced by this study. This also aided in forming the future marketing strategy where the initial target segment and the messaging was crystalized.

   BETA version evaluation: 'Whoozini' developed product and launched the BETA version among 200 users. We collected usage information and feedback by using our real-time DigiTang (both through chat and survey) apart from real time monitoring of the 'Whoozini' app for another two weeks continuously. We had to incentivise the participants periodically – we also engaged with them through group chatting and one-to-one chatting with screen shot illustrations.

   There were different sequences of evaluating the BETA App. The sequences are as given below:

   - *Group Evaluation of BETA version*: For a week, chat session was held among the users (the 200 users were divided into batches of five, i.e. 5X40 for the chat session on real-time usage) after end of each day of usage of the 'Whoozini' app and also the respondents were encouraged to send voluntary one-to-one responses about 'Whoozini' app while or after using the same. Five moderators carried out the interaction with the five batches and generated evaluative content that was measured quantitatively in the second sequence.

   - *One-to-one survey of BETA Version*: At the end of one week, based on the content generated, each of the 200 respondents were sent a survey link of 20 mins to generate certain closed ended calculations and percentages about the likeability and dislikes towards certain features. Some of the suggestions towards improvement and hypotheses generated based on the Chat phase were also measured. This final one-to-one survey proved to be a critical step. It provided good validation of the product development strategy. Example: The scoop feature got the highest amount of likeability which led the product owners to concentrate their efforts on developing this in a more robust way and think about marketing this feature.

Differentiation of 'DigiTang' as tool and approach

To start with, this approach was a digital & dynamic approach - being customisable, real-time and a 360-degree approach for New Product Development & Innovation. Some of the more specific points of differentiation are given below:

1. *Survey + Contextual Data + Big Data generation*: Apart from survey or conversation generated content, this approach of 'DigiTang ' MR App was also about developing user behaviour data automatically by tracking their activities and emotions i.e. it was a combination of asking questions and also passively observing user activities and behaviour through the 'Tagging' function' of the app; the 'Tagging function' generated realms of activity data over a month, that in turn helped the client to understand certain important aspects of their product development (Explained in the Impact section)

2. *In real time & speedy*: Exploration phase was real time and contextual without having to spend too much time and resource for ethnographic enquiries in a traditional way. The app had the feature of chatting as well as tracking

user behaviour – thereby giving us opportunity to do some real-time enquiry plus the aspect of 'Quantification' the same time or the next day – thus it helped us maintain the depth & the speed.

3. *Enabling superior expression of thoughts for the participants*: Apart from writing or expressing visually, we also integrated audio messaging/video messaging function as a way of expressing for the participants – it so happens that at certain moments they want to send a quick audio to express their delights or disgust and in turn we could engage in the conversation with them in the same way.

4. *Faster analysis feed*: The app had the ability to look at predominant themes (keywords detection and word cloud) - thus making analysis easier and faster.

5. *BETA Version evaluation done digitally*: We collected usage information and feedback by using our real-time MR app, apart from real time monitoring of the 'Whoozini' app. We had to incentivise the participants periodically – we also engaged with them in group chatting and one-to-one chatting with screen shot illustrations – this phase again generated survey content and activity/behavioural patterns for further refining of the product.

Highlighting our key learnings and their impact on the new product development

Whoozini already had certain set of assumptions/hypotheses and we further helped give shape to that and come with strategic features that were a manifestation of their belief and thoughts. Some of the key learnings are as given below:

a) The "Avataar" feature development

*The privacy mantra***:** The 'Avataar' feature came from the fact that a class of social media users whom we researched are increasingly having expectations of having a 'secure identity' (don't want to reveal their true identity) and they are looking for increased privacy coupled with like-mindedness e.g. they want to break-free from mass social media and want to be in a social space that consists of like-minded individuals or even more virtual in nature (without divulging their true identity) – it's like those parties with a mask or it's like that stranger place with soul & mind connections. We helped the respondents come up with various propositions based on their need gaps of present social media space – and there was a pre-dominant theme of people wanting to connect on the ground of 'purpose' or 'like-mindedness' rather than seeing the real or edited faces of people! Hence came the concept of 'Avataars' in Whoozini which are entirely fictitious characters/symbols and can also express the latest trends among a particular generation of the particular country. For example in Japan, they may use avataars of Pikachu/Chibi Maruko Chan or in Indonesia, it might be just about a picture of Rendang as an 'Avataar' – the scope is wideand it further expresses certain cultural ethos and trends as well, apart from the functional task of connecting with the people in your surroundings. Also, from the kind of people connecting with each other, we observed and interrogated further as to why they are connecting and that one important value that's bringing these strangers together – so, that ways, Whoozini evolved as an App that is not bound by a unidimensional purpose or direction e.g. other apps like a Tinder, AirBNb or Turo

*The dynamic shape shifter***:** We know about the millennials and their movement from real identity to e-dentity to even super-identity, which already happened almost a decade back but from the user insights of this prolonged study, we found out about their further desire to go anonymous; to bring in an aspect/angle of gamification in connecting with the immediate peers/strangers bound by some like minded desires/wants. Thus, Ms. X could be a Hello Kitty by the day and a Cat-woman by the night depending on what she actually wants from that particular moment and from that particular environment or situation – we classically named this as the Jekyll & Hyde syndrome. The underlying motivation revealed was not only that of 'dynamism' and 'breaking from monotony' but about grabbing the present situation and using one part of your identity into use; it also meant for the people, a huge opportunity to connect with a particular person who has that same interest no.1 and connect with a particular other person who has interest no.2, thus maximizing your potential and connecting with your multi-dexterous side. Thus, 'Whoozini' came with multiple Avataars as a choice and also allowed user generated Avataars to be automatically stored in the system – this means developing a repository of 'Avataars' across cultures and generations which can in turn give very strong cues for further product development and increasing the intuitive level of the product.

b) Instant gratification of the space

*The power of the immediate context***:** Though instant gratification came across as an obvious need among the target segment, what was even more important was the 'degree of instant gratification' they were expecting out of the social media space. It was a known learning that the millennials are no more closed to meeting strangers and experimenting with new ideas & people. What was interesting was the attitude & need among the people to connect with an immediate stranger in that immediate surrounding or environment, e.g. it can be an ESOMAR conference and the people using Whoozini can connect further for a like-minded intellectual discussion session (beyond the official sessions) if the person A displays the scoop (the activity/the story) and some other people get interested in that and express their interest – you are networking with a micro-purpose in an event where you might know some and you might not know many, thus truly leveraging your presence and participation in that event; likewise it can be a very casual & large physical social setting where you want to find people who can join you for singing at that moment without prior preparation – it's truly 'Approximeeting' and at the same time 'Grabbing the very moment' and 'Maximizing Life' – thus taking a chance of the situation and the environment you are within.

*Greater tangibility of social media space***:** There is a word now called 'Cyber Beauty', simply meaning the edited/contoured face in social media which might be totally or a lot or slightly different from the real face or figure or even the hair style. We discovered that there is section of people (further quantified through our survey (48%) who feel the need to connect with their real self and the real self of others and in the real environment. They expect more tangibility out of the social media space and they expect a real outcome too. Thus, having the ability to connect with people in their immediate surrounding is not only a greater level of instant gratification but also about expecting an outcome which is tangible and that can touch their lives immediately; the whole thing is about getting some result out of the physical space one is in with the help of the virtual space in hand!

c. Multi-platform with multi-variate purpose:

There was another learning that stemmed from the qualitative and was further validated through the quantitative survey (32%). Social media users (both non-e-commerce and e-commerce) displayed a pressing need-gap for certain apps that can be used for multiple purposes, e.g. it can be a dating as well as a professional platform or it could be a connection of restaurant owners to a connection of desperate housewives – all in all again the aspect of shape shifting and dynamism emerged with the functional benefit of less hassle and less time-consuming. If if you look at a Justdial or PAYTM in India, they are all multi-functional e-commerce sites where you can book movies, buy other items, or book a car. But for non-ecommerce based social media space, this particular need for consolidating multi-platform (Yelp + Instagram + LinkedIn) was emerging but the hard task was to give it relevance and thus the pressing idea of leveraging your own situation/surrounding you are in and thus making it highly contextual and real time!

d. Streamlining emotions:

Another learning for 'DigiTang' is to tap on emotions of people in a systematized and streamlined manner. After the 'Whoozini' research, we have selected eight key emotions as main emotions – and each of the main emotions then have been granularized further into sub-emotions. If some had chosen the 'Anger' emoticon, the researcher's job will be to dissect the anger into four different types of anger, e.g. passive anger, bursting/blazing anger, controlled anger, anger on self. Hence, the task to granularize the narrative from the consumers in the due course of the contextual enquiry in the 'DigiTang' app.

Highlighting the overall business outcome

'Whoozini' is also a start-up like that of 'DigiTang' and our story is about the story of a client and an agency coming together in an attempt to create some meaningful disruption – a story of a client who wants to succeed with its new social media idea and the story of a start-up & struggling agency who needs to win the confidence & belief of its client through a superior offering but at a much lower cost.

'Whoozini' as an app is still at the level of finalizing its final product offering to a larger market and presently doing test marketing of its platform across certain geographies and looking for further product & feature development.

The biggest business outcome of this whole exercise has been about 'Whoozini' being able to validate the initial hypothesis that they formed their business and product upon. During the entire process the concepts were prototyped by 'Whoozini' and tested with market research data and insights. All the above-mentioned learnings came into forming the hypothesis validation and thus were able to help the 'Whoozini' founders quickly prioritize the features and

functionalities of 'Whoozini'. Since this application heavily depends on human psyche, this human centric market research was a key element in determining the key elements of the product strategy.

Another biggest proof of the pudding is Whoozini got a top award in the one of the premier start-up events of USA – "Startup Connection".

Business outcome / impact of this research

The key business outcome was the successful launch of the Whoozini app across USA and South-East Asia markets, with creation of a product feature strategy taking inputs from the research exercise. The App has just been launched for test marketing in the market and we are generating more insights from real user behaviours.

Some of the key outcomes/impacts are given below:

1) *Feature Prioritization:* As the client started forming the product development strategy, they had many ideas and concepts in mind. They wanted to validate these ideas and concepts before spending time and money in developing them. The exploration phase of the study helped them get critical inputs on validating these ideas and concepts. For example, the scoop feature rose on the priority list of the product strategy by getting heavy acceptance.

2) *Instigating Network Effect:* The creators of Whoozini crafted the product and marketing strategy based on "Network Effect". That is, it will be beneficial to its users only if there are other users. Whoozini's main challenge was and is to capture this "two sided" market phenomenon. On one side, the client wanted users to create content and on the other side, the client wanted the same users to consume content. The user behaviour study helped the client understand the finer aspects of human behaviour and psychology of participating in a two-sided market.

3) *Identification of usage triggers:* The client conceptualized a set of features that initiates the intent to open Whoozini for users. The concept was that after opening the app, the user will also read and react to other's stories and thereby starting the chain reaction. The research exercise tested these different features that instigate the users to open the app. Finally, the feature of notification that alerted users that others are reading and reacting to their scoops got the highest rating. It showed that this gives users a big reason/motivation to open the app. After this, this feature was prioritized on the product development strategy

4) *Decluttering the App and enhance usage experience:* The market research helped Whoozini develop the features that attract users to use the application and to remove features that add confusion to the product. This was important as the initial set of users needed to have very specific features that attract them. Whoozini marketing strategy is that once they create the content, that content will aid in attracting the rest of the users and cycle continues.

5) *User Behaviour Analysis and Pattern Generation:* The study helped us analyse user behaviours and also find out the pattern of the behaviour. Like users were more likely to post new scoops if they see others are reacting to their scoops. Or users are likely to post new scoops when they are out alone rather than with friends. Or users are more likely to browse scoops in a 50 mile radius. Each of this pattern analysis played a very important role in creating the feature strategy. This was done in an iterative manner. The product owners kept tweaking the product like the initial map display was 10 miles. We tweaked this to 50 miles to ease user browsing (as the user was most likely to browse in a 50-mile radius). This created fewer touches to the app and hence increased the usability. This iterative process let the product owner to create variations of features and validate the effect through the same study.

What is most unique about this case?

*Revolutionizing ethnography and contextual learning is the most unique aspect and feature of the case***:** The most unique feature of DigiTang is the auto-tracking of the panellist's locational movement through each day and the ability to detect the location not only with the help of latitude and longitude data but also auto-detecting the specific location to a great extent. For example, if we are running a panel for 15 days with 25 participants, this DigiTang app would have the ability to give the locational history of each day of each respondent at an individual level that can in turn greatly help the researcher to probe either online or meeting one-to-one and probe about the various location points of

his/her life over a period of time, e.g. certain weekdays vs. weekend. This has the capability of giving a high degree of contextual understanding, since it is coming from the actual behavioural pattern of the participant.

On the contrary, this function of DigiTang can also give aggregate level information about a particular target segment if analysed over a period of time and thus can throw quantitative evaluations of the behaviour through certain map level evaluation. Though all client specific information is confidential the machine learning part of the app will generate long term patterns over time, as the app will be gathering more and more locational data of the same target segment over a large period of time – thus giving macro and micro level trends level understanding as well as behavioural shift level information.

How this feature particularly helped Whoozini?
Whoozini over a period of time gathered this locational data and thus we were able to have a pointed discussion with many participants (both digitally and physical meet-ups) about their choices of places on a daily basis – some locations were plain and simple home and office locations but in the due course of investigation, many places/locations surfaced on weekday and weekend level that gave researchers a thorough and deep understanding about the context and thus it helped us build certain strong contextually rich stories for 'Whoozini' – this in turn revealed certain behavioural undercurrents and sub-conscious level motivations e.g. *"I just headed to that library alone, because my friends did not know anything but to watch a movie – I love to hang around with them but none of them are book lovers, but that moment I had this strong urge to go and read this book called Raw"* or for another want of an example – *"It was week day but I did not feel like going back home immediately after work; the day was bad and my boss was all over me and I needed to relax and take some time on my own, so I straight away went to Clarke Quay and after a few beer, I struck a nice conversation on spirituality with another person who was actually with his friends but it was great as I could release all that negative energy with a bunch of people who won't judge me".* In both cases, there is a story of escaping from a gang or a place and being on your own and trying to connect with something or someone that can distract you or bring about some positive change in the state of being at that moment!

The aim of this feature is to make ethnography more acceptable and easy to implement in our research design. A lot of effort has gone in market research to bring the relevance and impact of ethnography and the fact is that the client and the agency both understand the importance of the methodology. However, it becomes extremely time and resource intensive in its purist form and sometimes, ethnos just reduced to a few hours of immersions etc. DigiTang aims in bridging this gap through the use of technology yet keeping a strong connection with the living & breathing moments of the consumers/users while at the same time, trying to take away the resource and time intensiveness that is usually involved and thus takes away the goodness & relevance methodology in this fast paced decision making set-ups.

Two future areas identified based on the research:

- Whoozini is a location based social networking app. The future plan is to develop different types of user generated content into this. This will enable users to create and share forms of virtual objects through this platform. This was also validated as a result of user articulations during the research process and also during the workshop phase. This will again need the user behaviour study to develop and perfect.
- Another area of future development, as the app grows, is to sort content according to user preference. This will need a lot of user analysis to create the sorting algorithm.

Reference

Daniel Kahneman. *Thinking, Fast and Slow.*

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