Speakers

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Consumer closeness to drive your business forward.
Consumer Journey Framework

UNDERSTANDING HOW CONSUMERS MOVE THROUGH THE CONSUMER JOURNEY INFORMS OUR EXECUTION EFFORTS ACROSS ALL CONSUMER TOUCHPOINTS.

- Hear about
  - Trigger
  - Explore
- Navigate
  - Notice
  - Engage
  - Choose
- Out of box
  - Use first time
  - Use over time
  - Solve problems
- Ask
  - Help
  - Instigate
  - Evangelize
“ALEXA, PLAY SOMETHING WILD.”

BLAST • MEGABLAST

Amazon Alexa-enabled smart speakers • Launched Fall 2017
Triggers & Exploration

**HEAR ABOUT**
- How consumers **heard about us**
  - Often through interpersonal recommendations

**TRIGGERS**
- **What triggered them to buy** the product
  - Already own one of our products, time to upgrade, interest in Alexa, etc

**EXPLORATION**
- **Consumers’ path to researching** our product
  - Reading reviews online, checking out the product in person, repeat
  - Not a linear journey
Refreshing the point of sale

 OPPORTUNITY TO ELEVATE IN-STORE EXPERIENCE WITH AN UPDATED “DESIGN LANGUAGE”

Success Criteria:

NOTICE
- Get Noticed - “stopping power”
- Communicate brand personality
- Invite shoppers to experience sound quality
- Educate on key features/benefits/USPs
- Showcase family of products including yet to be launched Blast & MegaBlast smart speakers

ENGAGE

CHOOSE
- Convert
Improvement opportunities

Where shoppers expect to “listen to” and “learn about” the speakers

We could do better on:
- “Stopping Power”
- Educating USPs
- Communicating our brand personality
Refreshed point of sale
Beyond the point of sale

UNDERSTANDING THE **OUT OF BOX** AND **FIRST TIME USE** EXPERIENCES, AS WELL AS **USE OVER TIME**.
Beyond the point of sale

JUMPING OFF POINT FOR INFORMED PROBLEM SOLVING.
Beyond the point of sale

**LISTENING**

**CONVERSATIONS**

*plus*

Talk about... and talk to!
Build a relationship, have a conversation.