KARNA AI

AI solutions for consumer insights
PERCEPTRON
95% of purchase decisions happen in the sub-conscious
- Gerald Zaltman, Harvard
Clients want “Implicit Insights”

There is a decisive trend towards this theme

Adoption rates of research methods by buyers, Source: GRIT Surveys
TAPPING THE CONSUMER SUBCONSCIOUS

CONSCIOUS MIND (SYSTEM 1)

- Surveys
- Interviews
- CSAT/Feedback
- Concept Testing

SUBCONSCIOUS MIND (SYSTEM 2)

- Biometrics
- Eye-tracking
- Neuroscience
- Social media monitoring
- Implicit association test
- Observation / Ethnography
- Facial emotions
- Sensor & usage data

prediction markets

© Copyright Showeet.com
TAPPING THE CONSUMER SUBCONSCIOUS

CONSCIOUS MIND
(SYSTEM 1)

SURVEYS
INTERVIEWS
CSAT/FEEDBACK
CONCEPT TESTING
PREDICTION MARKETS
BIOMETRICS
EYE-TRACKING
NEUROSCIENCE
SOCIAL MEDIA MONITORING
IMPLICIT ASSOCIATION TEST

SUBCONSCIOUS MIND
(SYSTEM 2)

OBSERVATION / ETHANOGRAPHY
FACIAL EMOTIONS
SENSOR & USAGE DATA

This work is licensed under a Creative Commons © Copyright Showeet.com
Observational Research is GREAT!

But it has its challenges:

- Not scalable
- Prone to bias & errors
- Long turnaround time
AI can address these challenges!

By giving computers the power to SEE

WHAT HUMANS CAN SEE = WHAT AI CAN SEE
AI can address these challenges!

By giving computers the power to SEE

An Example
WHAT?

WHY?

HOW?
WHAT insights can you get from this?

For a statistically significant sample size (50-250)

• Time spent at each area of face.
  - Number of visits
  - Sequence of trimming

• Emotions
• Trimming-specific expressions
• Number and type of strokes
• Angle of trimming
• How the trimmer is held

• Excess hair removal.
• Trimmer settings (IoT)
• Beard density over time
• Areas assessed with fingers
• Delicate areas (closer look)
WHY use Perceptron?

Understanding Product Usage Behaviour

- Concept Testing
- Prototype Testing
- In Market Testing
WHY use Perceptron?

Understanding Product Usage Behaviour

Concept Testing
Prototype Testing
In Market Testing
WHY is it different from human observation?

SOLUTION SPACE OF INSIGHTS

HUMAN OBSERVATION
- Qualitative
- Ethnography
- Psychology

PERCEPTRON
- Quantitative
- Every action recorded
- Big Data Modelling
HOW does it work?

**STEP 1:** Discuss an analysis protocol with the client

**STEP 2:** Collect product usage videos

**STEP 3:** Perceptron AI codes every user action in the video

**STEP 4:** Big Data/ML Modelling for insights
PERCEPTRON

Application Area frame_1
PERCEPTRON – Areas of Application

- Cosmetics
- Hair Care
- Electronics
- Automotive
- Skin-Care
- Gaming Consoles
- Cigarettes
- Toiletries
- Food & Beverages
- And more....
Not IF, but WHEN

- 2014: Facial Emotions
- 2018: PERCEPTRON
- ???

Intelligent Video Analysis
THANK YOU!

Kushank Poddar
Head of Business - Karna AI
kushank@paralleldots.com

KARNA AI