DEPRIVATION → INNOVATION

Gaining Insight into Behavior Change

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CLUES ABOUT WHAT THERE IS TO DISCOVER FROM GOING WITHOUT ARE EVERYWHERE

YOU DON'T KNOW WHAT YOU'VE GOT 'TILL IT'S GONE.

THERE IS ALWAYS HOPE.

ABSENCE MAKES THE HEART GROW Fonder.

No thanks, I'm fasting.
DEPRIVATION  | deprəˈvɑSH(ə)n |

noun

the lack or denial of something considered to be a necessity

(SOURCE: New Oxford American Dictionary)
WHAT IS A DEPRIVATION STUDY?

BEHAVIORAL PROTOTYPE TESTS

- part of a whole
- highly individualized
- creative experiments
DISCOVERY

artificial

[ WITHIN THE ^NEGATIVE SPACE ]
DEPRIVATION: TWO APPROACHES

TAKE AWAY

Explore cheats and workarounds
Unpack “necessity”
Coping mechanisms and implications of going without

REPLACE OR SWAP

Explore proxies or alternatives
Break routines
Identify areas of flexibility vs. rigidity to behavior change
Expose say/do gaps
CREATING “GIFTS” FOR REPLACEMENT

GIFTS

Opens minds
Invites investment and curiosity
Feels special
Sets a playful tone

LAB STIMULI

Me vs. it
Invites interrogation & primes for critique
Unnatural lab context leads to projected use not actual
Impersonal and “not for me”
The moment of **UNBOXING** amplifies users’ intuitive reactions to products.
OVERALL APPROACH

PHASE 1
Remote Diary Study

PHASE 2
Ethnographic Interviews & Shop-alongs

PHASE 3
Deprivation & Replacement Study

NEED STATES

CONSUMPTION JOURNEY

SHOPPER TRIP TYPES

INNOVATION OPPORTUNITIES
EXPLORING BEHAVIOR CHANGE

**PHASE 1**
Remote Diary Study

**PHASE 2**
Ethnographic Interviews & Shop-alongs

**PHASE 3**
Deprivation & Replacement Study

1. BASELINE ESTABLISHED
2. GAPS & NEEDS IDENTIFIED
3. SOLUTIONS HYPOTHEORIZED
4. BEHAVIOR CHANGE OBSERVED
5. STRATEGIC DIRECTION CONFIRMED

- NEED STATES
- CONSUMPTION JOURNEY
- SHOPPER TRIP TYPES
- INNOVATION OPPORTUNITIES
EXPLORING BEHAVIOR CHANGE

How will they **react**?

What will they **adopt**?

What will they **reject**?

Do any habits **change**?

⇒ Unfiltered, authentic gut reactions

⇒ Finding the moments of spontaneous joy

⇒ Barriers and limitations to change identified

⇒ New usage occasions and packaging format needs
WHEN SWAPS ARE INTENTIONALLY SUB-OPTIMAL

will they struggle?  adopt it?  or reject it?

it was tough to follow the rules. these things don’t go with coffee
OVERALL IMPACT

INNOVATION RIPPLE EFFECTS:

NOW

Dispelling organization belief
Directing packaging Innovation

"we are spending a ton of capital to present infinite options"

FUTURE

Segmentations
Substitutability
Brand stretch
WHEN TO USE DEPRIVATION

- ACROSS MULTIPLE PHASES OF LEARNING
- TO STUDY FUTURE-STATES AHEAD OF LARGE SHIFTS AND TRENDS
- TO FURTHER VALIDATE AND EXPLORE EMERGING PREFERENCES
- TO ISOLATE AND UNDERSTAND DEEPLY EMBEDDED ROUTINES
- TO UNDERSTAND LEVERS AND PATHWAYS TO BEHAVIOR CHANGE
- TO EXPLORE PRODUCT TRIAL AND ADOPTION OF ALTERNATIVES
- TO EXPLORE HOW PRODUCT FORMS AND PACKAGING IMPACT BEHAVIOR
CONIFER’S PROJECT TYPES

from early Front End Innovation to iteration and implementation

- **PROJECTIVE**: pave the future
- **FOUNDATIONAL**: fill the well of knowledge
- **GENERATIVE**: inspire new concepts
- **COMMUNICATIVE**: reach an audience
- **EVALUATIVE**: fine tune solutions

**ACCELERATOR PROGRAMS**

focused momentum
THANK YOU!

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