

Positioning & Territory Exploratory Success Story

How major home care company uncovered ways to position products as part of 'home experience'

Early Stage Deep Dive

I really meant what I said on Friday. You guys did a great job. So pleased with the report....I was reading and sharing parts of it today with a totally separate team. Really great work!

Consumer Insights Lead
Home Care Cleaning Company



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Early Stage Deep Dive

- Major home care company sought to **understand the elements that make someone's house a home (& why)**

- **Explored white space for cleaning** – how can cleaning be part of 'home experience'

- **Online forums and digital self ethnographies** used to bring 'home experience' to life

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- Uncovered home care philosophies and what it means to manage a home via eCollage, Blobs, and Color projectives

"I chose this expression because whenever I am in my living room, I am **content**. I don't have to worry about anything. I am not expected to act a certain way – I can just be me."



"There is **warmth, comfort and love** in this cozy space. My living room and by extension my family, make me feel safe and supported, like how they wrap their arms around each other."







"This represents warmth and softness. It is bright enough to show the social **vibrance** that occurs here, but muted to show how relaxed and carefree I can be, too."



Home Care Emotions

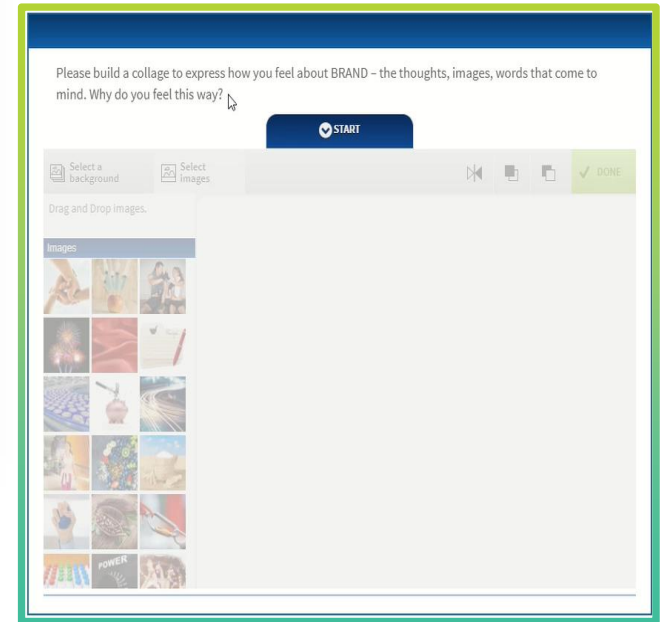
Managing their homes show that they care for the well-being of their families. A well-managed home is a home that is filled with love and comfort. The end product feels emotionally rewarding, but the process is challenging and feels never ending.

What they are → What they want → What they need

STRESSED Having an unmanaged home is stressful . When things are dirty, out of place or cluttered, their lives feel cluttered. They feel guilt, shame and confused about how to solve a never ending process. 	BALANCE Having a well managed home means balance of everything that needs to happen and then spending more quality time alone or with family , as well as establishing a happy, nurturing environment. 	ORDER They want everything to get done and their homes to be safe , which takes organization and planning by distributing chores to family members, hard work and making lists. 
PEACE A well-managed home gives themselves peace and peace of mind . They want to not have to worry about the next chore and allow themselves comfort in the home. "It is stressful to get organized, if I don't keep up with the regimen, things start to slide and then I get way stressed out because I have to get everything back in order." – Keira, Home Lover		24/7 "If I can get my family organized we can work as a team and get it all done. It can be hard to find the time sometimes, but it's a priority to get it done." – Julia, Home Lover

BUZZBACK 21

eCollage Demo (click to play)

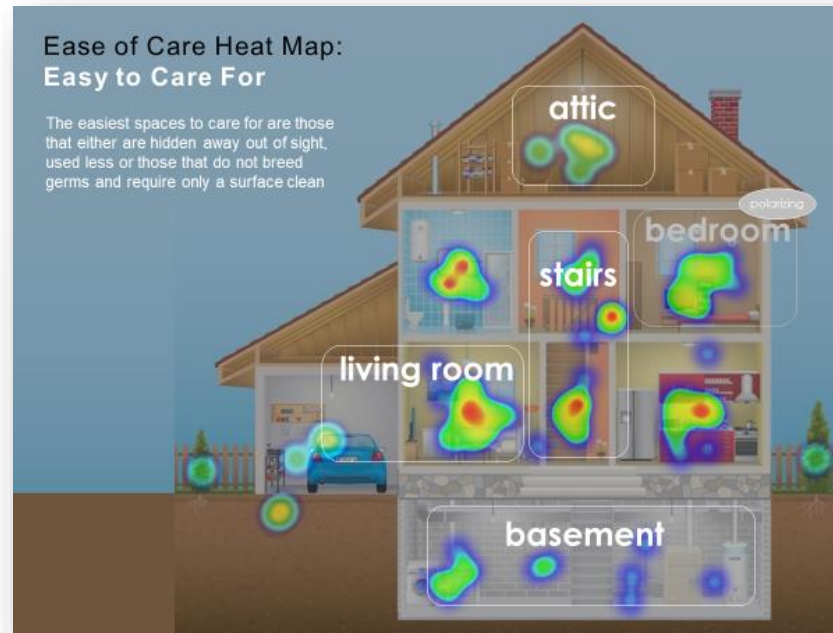


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- Identified the roles and meaning behind each living space by having respondents take photos of meaningful spaces
- Concept Focus** heatmaps identified which areas of the home were the easiest and hardest to care for

Early Stage Deep Dive



Concept Focus Demo (click to play)

What about this idea is appealing? Please select the images or phrases you find appealing and describe why.

Aunt Julie's Just Fruit
All-fruit jam spreads with farm-fresh, natural flavor

Finding an all-natural fruit jam that tastes as good as your old standby, and keeps out of the kitchen. You only need to store one jar, which is good for them, and it has to taste great, too. (100 words)

Deliciously all-natural Aunt Julie's Jam spreads will please taste buds with real fruit, with a splash built in out of this world. Aunt Julie's Just Fruit jams are all hand-picked berries grown on local farms in Maine. The jam just a drop of honey for an added hint of natural sweetness (you have our honey. They're honeying with those and good for you, too. You'll love the delicious taste - our brand will melt in your mouth, and your family will love when you add it to your favorite sandwiches.

Aunt Julie's Just Fruit jams - fresh from the farm to your table. Available in 6 berry bursting flavors:

- Farm Fresh Strawberry
- Wild Raspberry
- Blue Raspberry
- One Sweetest and Best - our seasonal savory flavor (to complement meals, poultry & fish)

17 oz. jar \$2.99

Select this tool to highlight text Skip Next

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Home Care Snapshot: Unwind & Socialize Spaces

Many find spaces like their living rooms or other common lounge areas in the home to be spots for coming together and talking about the day, or decompressing and planning for tomorrow. They are inviting, comfortable and lived in.



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- Consumer videos contextualized and personified respondents
- Co-Created ideal home-care product or tools
- Study also suggested key obstacles and white spaces for company to address

Their NEW Home Care Product or Tool

clutter management / organization help



"My product would be a storage container that would organize things vertically, and then slide into the wall and disappear out of site. It's something like a pocket door but wider that had spaces for things like shoes, laundry baskets and cleaning supplies. It would pull out of the wall like a huge drawer with open sides and be like an entire wall with shelves to house everything that is normally sitting on the floor. This would help avoid clutter and assist me in maintaining the home."
-Name, Single Parent

planning and maintenance assistance



"It's a home organization app on your smart phone. It has tasks you need to do every day, every week and in the month. It covers the mundane emptying the dishwasher and bulk in tasks of "organize your junk drawer" that come up every couple of months. You could get push notifications or earn badges for completing tasks and connect to your friends to cheer each other on."
-Name, Home Lover


help line / technology integration



"I would invent a system where you take a photo of any room in your home and get custom advice for it. Advice meaning ideas on where to put things and ideas on how to make things look better as far as better organization and less clutter. I would use it to take a pic of my closet and get some space saving ideas maybe with painting it a certain color that would make it look more spacious, advice on where to buy shelves and just suggest some modern ideas that are new and not too many people know about."
-Name, Single Parent

delighters

social and sensory experiences



Many pride their homes on being inviting, instilling a sense of comfort and being filled with love (for families). Subtle sensory experiences throughout the home, or ways to bring household members together will generate a more uplifting feel to alleviate the stress.

- They have spaces in their home they "retreat" to for an escape and a relaxing, peaceful experience—why not integrate that elsewhere in the home
- There is a lot of innovation today in the "scen" space with plug-ins, cork,
- Cont
- touc
- to ge

drivers

clutter management / organization help

Eliminate, conceal or prevent "clutter", or make clutter management more achievable via small, realistic steps, products and resources.

- "Seeing" clutter adds to the stress of needing to address it, which makes them less likely to want to address it
- They often will not even attempt "cleaning" a spot until the surface clutter is cleared, let alone deep-clean it
- They want to utilize their "space" more efficiently and maximize storage and organization. Now it's just easier for them to drop items somewhere vs. properly store them.

oppor

- kitchen
- living
- bedr
- foye
- deck

✓ Provide storage disguised as decor, concealing the clutter with items that create a comforting, inviting, interactive environment

✓ Provide resources, products or solutions that make it easy to "put things away" right from the start

✓ Help to define a "place" for everything

✓ Make it a game or an experience for other household members (kids)

✓ Offer consultation services or an app that helps get rid of items no longer being used on a regular basis to eliminate altogether

opportunity spaces:

- welcome spaces (entryway, foyer, main living space)
- closets
- bedrooms

addresses needs of:

- clutter
- organization help
- limited storage space
- space optimization
- maintaining organization

"The product I am envisioning is a holographic device that allows you to change the look of each room of your home on demand. It can be used to design the furnishings and decor of your home by using the holograms to see how different furniture, wall color, or artwork would look. It would help me manage my home life by inspiring me to make the changes that we can only talk about."
-Name, Home Lover

"Mainly I can't seem to put everything away so that there's isn't any clutter. I think a physical organization system may help but it has to be easy to use. That way things can go back to a space that's out of the way, thus keeping my home neat and tidy."
-Name, Home Lover

They take care of themselves, but if then they will be able to manage their homes better."
-Name, Single Parent

BUZZBACK

47

BUZZBACK

45

Where do you need the most help when it comes to caring for your home?