

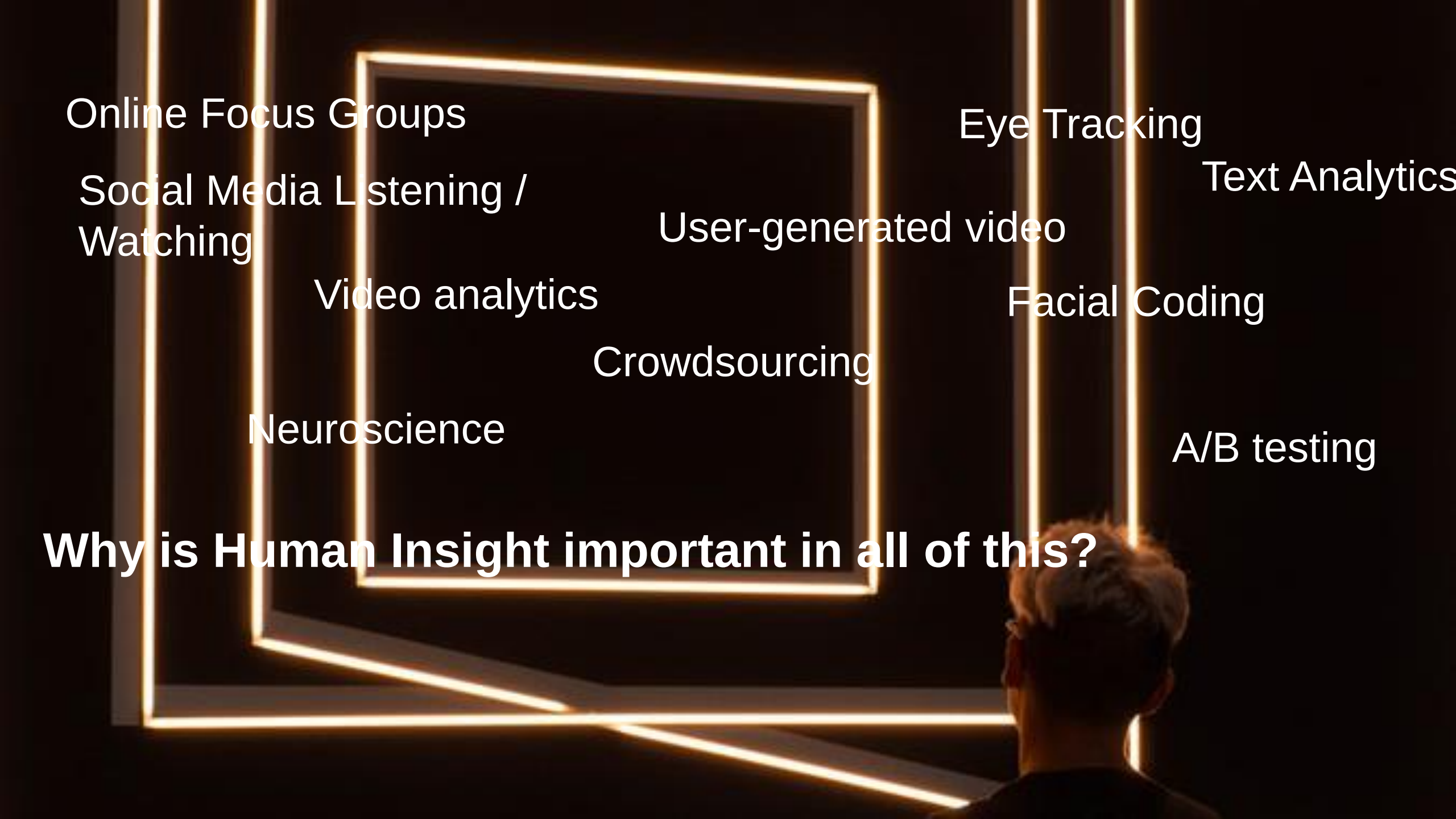
A woman with long dark hair is wearing a white and black VR headset. She has a joyful expression, with her mouth open in a smile. Her hands are raised in the air, palms facing forward, as if she is interacting with a virtual environment. She is wearing a dark long-sleeved top and a bright yellow lanyard with a green tag around her neck. A white cable is connected to the side of the VR headset. The background is blurred, showing other people and bright lights, suggesting a large indoor event or exhibition hall.

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Human Insight in the age of Technology

ASC – the future is now

London, May 2019

A person's silhouette is visible in the bottom right corner, looking towards a large screen. The screen displays a list of data analysis and user research methods. The background is dark with glowing orange rectangular frames.

Online Focus Groups

Social Media Listening /
Watching

Video analytics

User-generated video

Eye Tracking

Text Analytics

Facial Coding

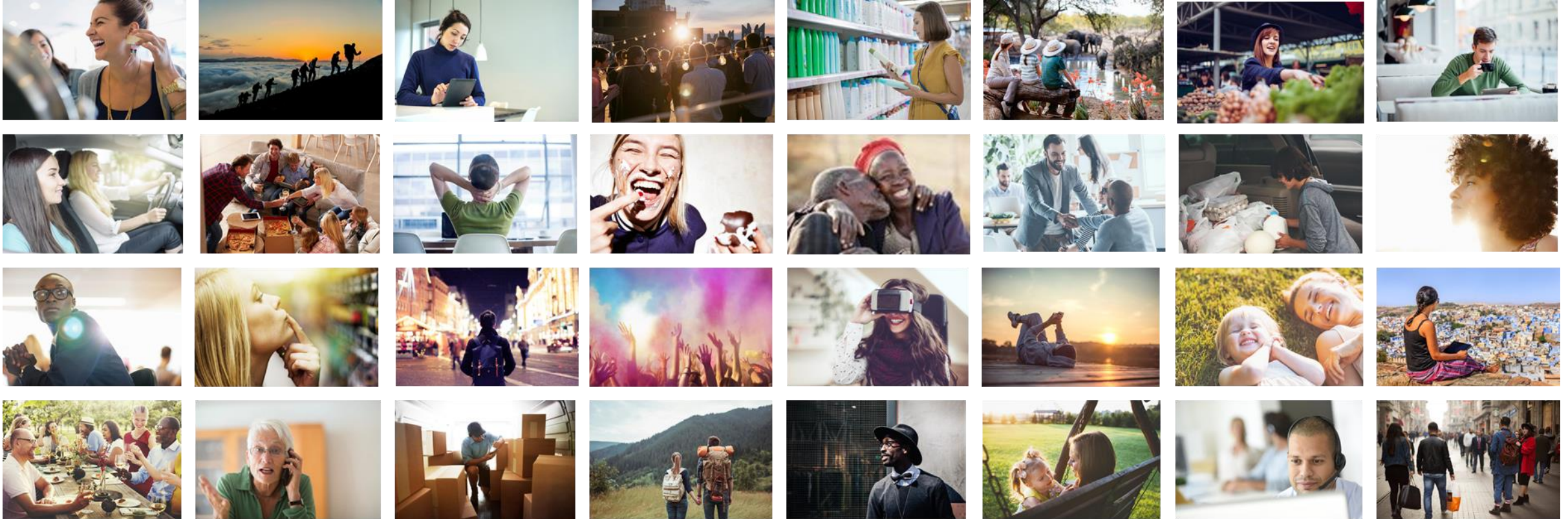
Crowdsourcing

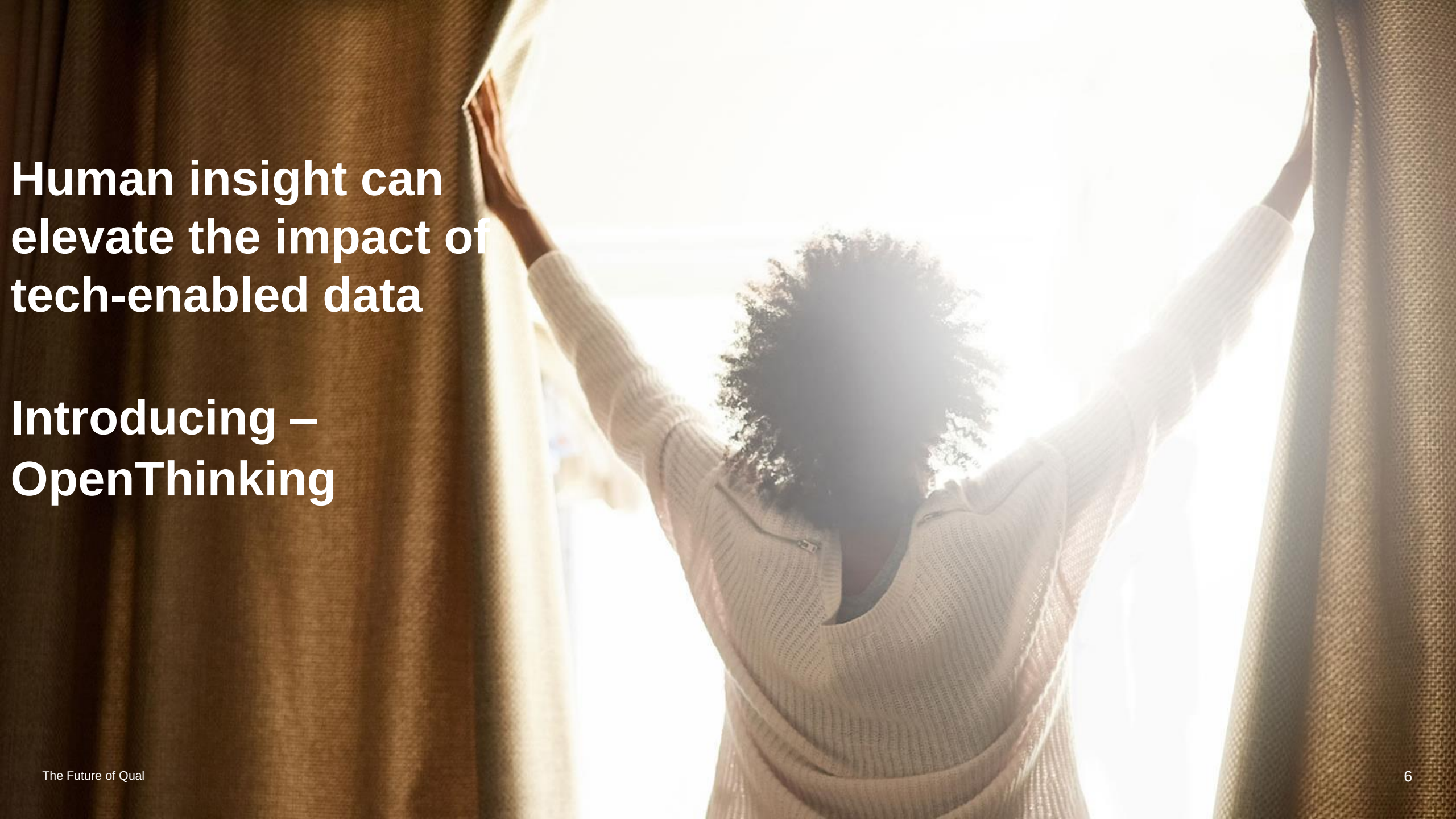
Neuroscience

A/B testing

Why is Human Insight important in all of this?

What makes us fascinating, complex human beings also makes us unpredictable and elusive consumers



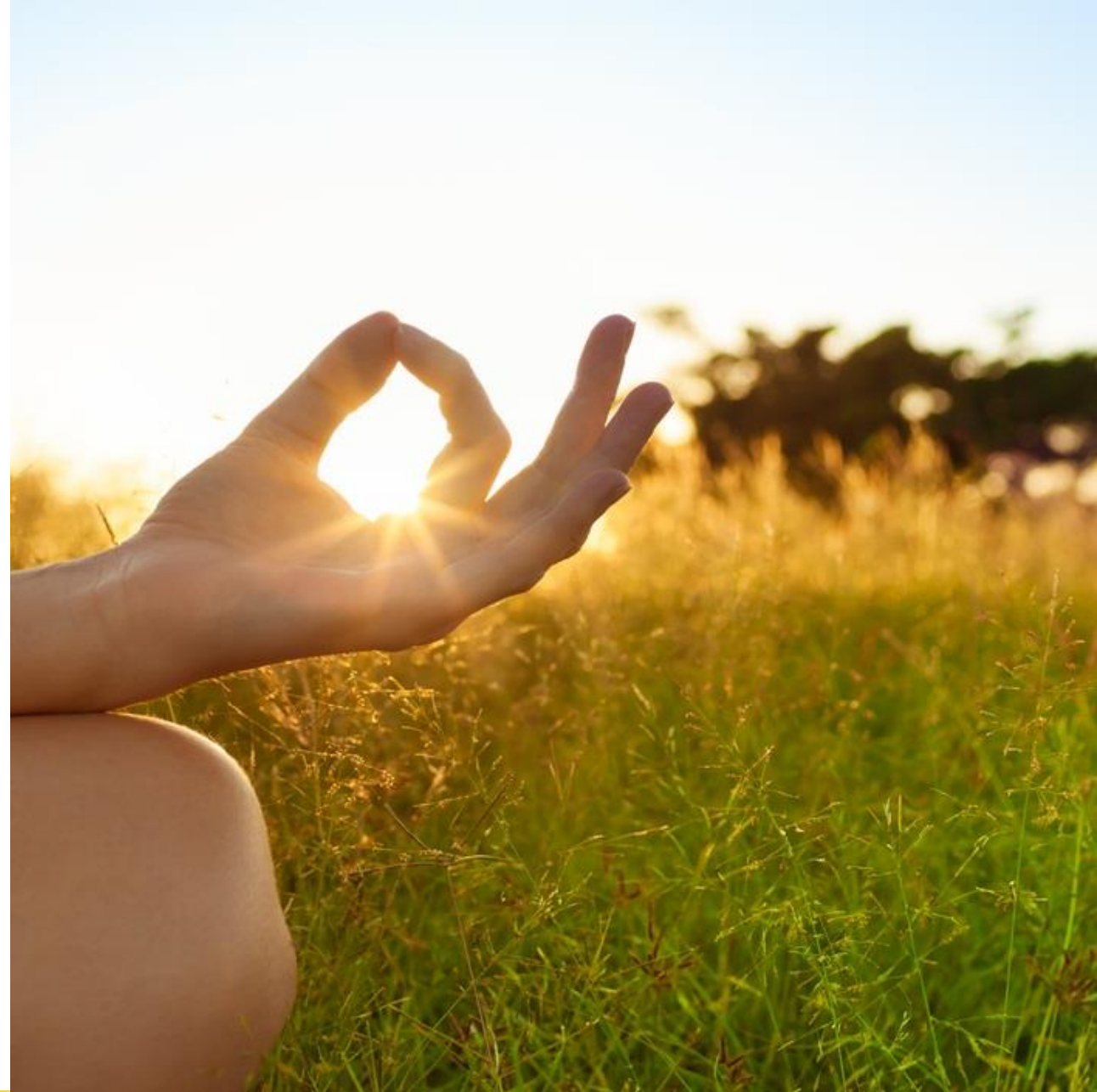


**Human insight can
elevate the impact of
tech-enabled data**

**Introducing –
OpenThinking**

OpenThinking

- *Not* defined by 'notness'
- Starting with open questions
- Open source mindset
- Seeking answers, not asking questions
- Multiple windows to people



Multiple windows help us understand human complexity



Science



Data



Culture



Empathy



Domain

Multiple windows to people: **Science**



Our human complexity makes us **infuriatingly** hard to design for.

This is because what people say is rarely what they mean or what they do.

Even what the brain says is not the complete answer without **CONTEXT**

Choice architecture: giving people a choice, but predisposing them towards one option. How do you frame that option using the appropriate context?



The value of framing using consumer context

120
calories



570
calories

Multiple windows allow us to see Multiple selves: **Data**



- In order to see the 'whole person', you have to see the multiple selves...
- ...as revealed online, offline, at play, at prayer, in attire, in humour

Multiple selves show us new opportunities

How we used multiple data sources to unearth a packaging design insight

THE ISSUE

What do Millennials want from Category X packaging?



Solutions menu

THE APPROACH

Signals from multiple data sources:

- Sales data suggests **smaller packs** are growing among Millennials
- Connected Life data suggests that they are on their devices for a large proportion of the day
- Mobile ethnography and Image analysis reveals their hands are always engaged and often they have only one hand free
- Wearables cameras capturing pack interactions show a lot of idle fiddling with Category X packs

THE INSIGHT AND IMPACT

We could have recommended a smaller pack

But we saw the opportunity for a pack that could be handled with one hand and that has a high Fiddle Factor – R&D worked on three pack types: flip top, squeeze to pop open, slam packs



Multiple windows to people: **Empathy**



“Once a vast majority of us worked with their hands, then came a time when we worked with our heads, and in the age to come, **we will work with our hearts**. Because that’s the only thing a machine will never have.”

Thomas Friedman

- What is the emotional state underpinning the data?
- What are the beliefs driving behaviour?

Empathy is our ability to experience another reality

...to look inside as well as outside people, to look in the moment but also in the past

Crowdsourcing Social data analysis **Webnography**
Clickstream **Blogs** Video analytics **Eye-tracking**
Co-creation **In-situ observations** Deprivation
Wearables **Semiotics** Mobile ethnography **Facial coding**
Image recognition **Ethnography** Web-based interviews
Simulations Online communities **Improv** Virtual reality

COGNITIVE INTERVIEWING

A close-up photograph of two young women outdoors. The woman on the left is smiling broadly, showing her teeth. The woman on the right is leaning in and whispering into the first woman's ear, with her hand cupped around her mouth. They are both looking towards the right. The background is a bright, sunny outdoor setting with trees and a white building, creating a warm, golden light effect with some lens flare.

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Cognitive Interviewing
Reconstructing memories using
the power of context

What is Cognitive interviewing?

An interviewing style that uses **memory enhancing techniques** ... for richer, more vivid recall of “forgotten” or low-involvement experiences

Borrowed from police investigation techniques developed by memory researchers in the 1970s



Why are we interested in memories?

Moments and **experiences** that shape people's relationships with brands and organisations

Growing emphasis on **journeys**

Learning from **Behavioural Economics**: the value of unfiltered, vivid accounts of behaviour



How memory works: The power of context

The lost file analogy

Context recreation

Remembering vs. reliving



What research on memory tells us



*“As you search for memories of a particular event, your **brain state progressively comes to resemble the state it was in when you initially experienced the event**. It is all part of the brain's ability to cross-reference memories, pulling together separate pieces of information from an elaborate network of stored representations to recreate an event. (...) When we think back to the past, **each detail we remember triggers another, until the memory returns completely**. In that sense, memory retrieval is like revisiting the past; brain patterns that are long gone can be revived by the memory system“*

Sean Polyn, Penn Department of Psychology

Recreating context can be done through guided visualization or drawing or sensory stimuli or deprivation



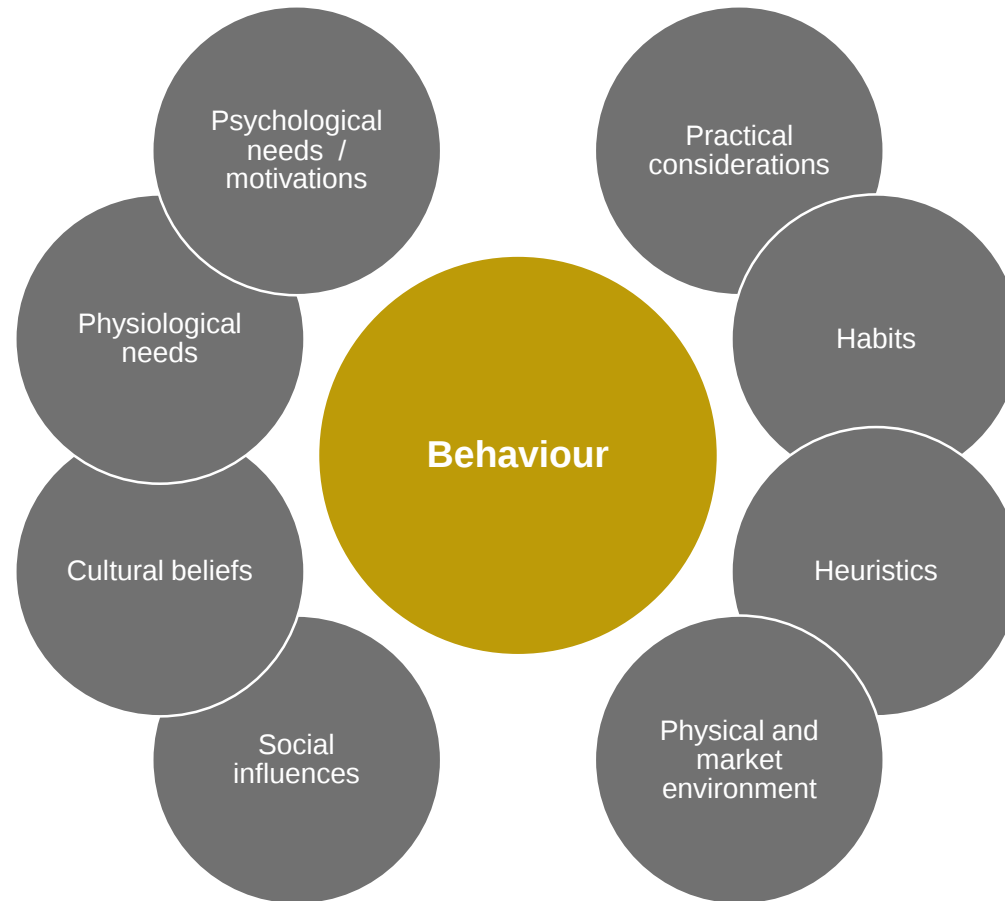
Anchoring in time

Environment

People and activities

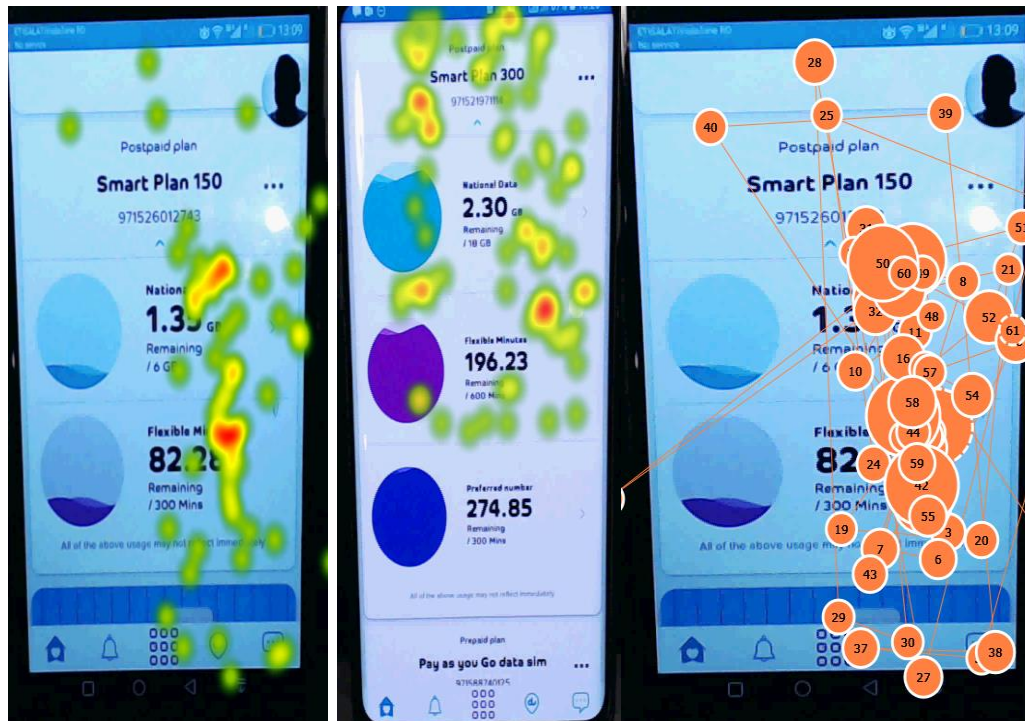
Multiple senses

Once the context is recreated, explore the drivers of behavioural and emotive responses to stimuli



Case: UX testing for Mobile App

Heat maps show what's happening but not why. Appeal or ease of use may not always be the answer. Visual fluency or Cognitive ease can be a barrier to interaction with new features



In this case, heat maps reflect that people are not using the animated balance check feature. Heat maps show that users are focused on the numbers indicating that the **numbers** are the **enablers** to perform the task and **not the animated icons**

But further exploration reveals that this segment of users are less familiar with pie charts and visual processing of pie charts is a cognitive challenge

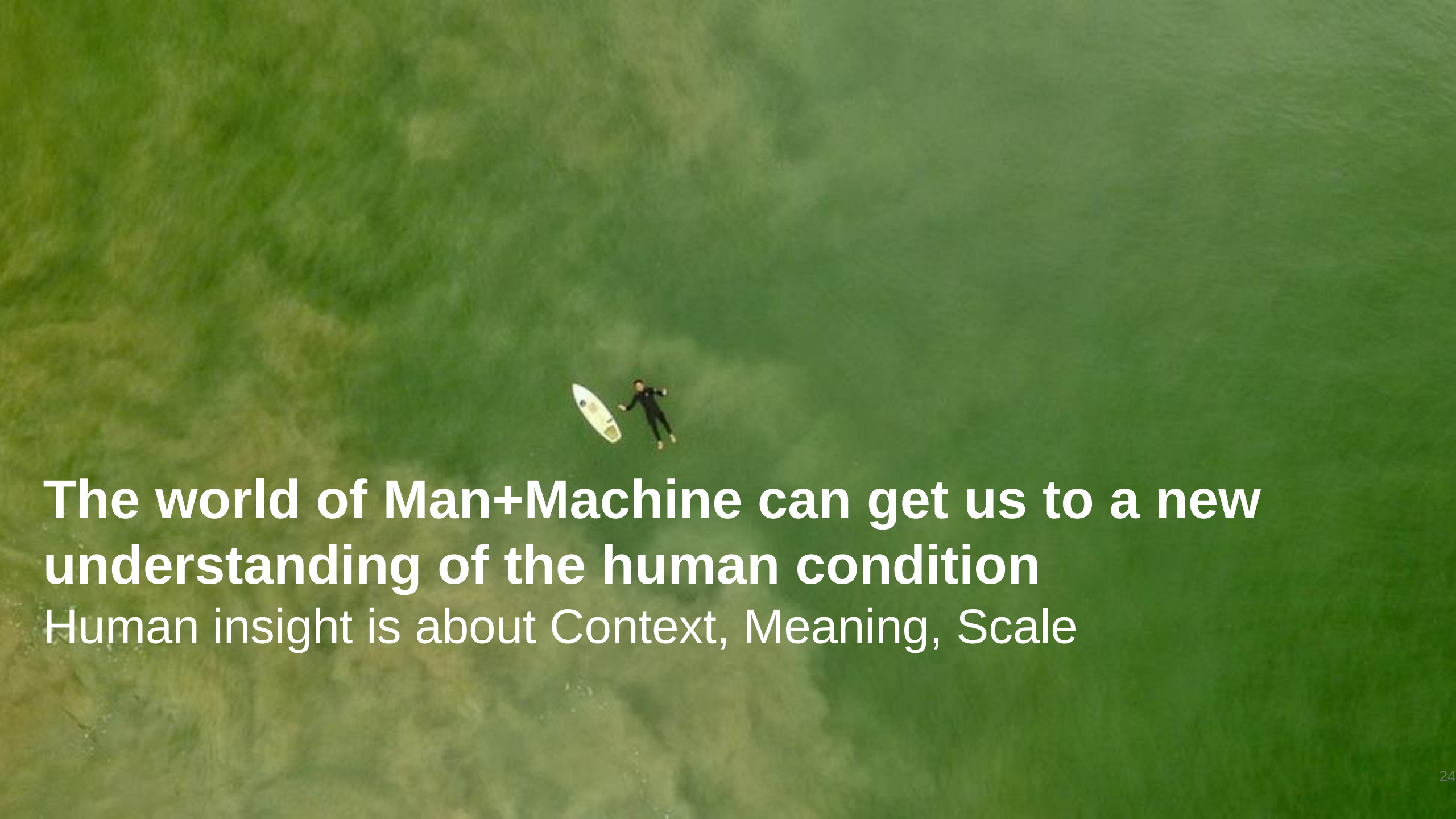
Case: How usage context drives visual processing

Eyetracking data shows that Brand A has low fixations for its conditioner compared to the other brands. Is that a problem?





We've created a False Dichotomy: Man vs. Machine



The world of Man+Machine can get us to a new understanding of the human condition

Human insight is about Context, Meaning, Scale

A woman is shown from the chest up, wearing a white and black VR headset. She has her mouth open in a joyful expression and her hands are raised in the air, palms facing forward. She is wearing a dark jacket and a yellow lanyard with a green tag. The background is blurred, showing what appears to be a convention or exhibition hall with other people and lights.

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Let's acknowledge the potential of Human Insight in this wonderful world of Technology. Welcome to OpenThinking.