



QUESTER™

Innovation to insight.™

Bring Your Consumer Segments To Life

How to Deep Dive in The Facebook Personas

Case Study #4, April 2013

Segmentation 101



Market Segmentation divides a target market into logical subgroups based on some combination of demographic, psychographic, attitudinal or behavioral variables. The resulting model allows an organization to fine-tune its activities and strategies to address specific market opportunities.

- *Research Rockstar, 9 Ways Market Segmentation Improves Business Success*

Segments Identified – Additional Questions?

We know this specific group, but how can we understand who they really are?

How do we get a deep understanding of their thoughts, emotions and desires ?

After our segmentation refresh we identified a cluster, can we learn more about them?

How do we more deeply understand their behaviors in regards to our category?



Quester's Industry Recognized Approach

BigQual

- Hundreds to thousands of in-depth one-on-one interviews with respondents across all segments or within specific segments.
- Multi-lingual capabilities to expand reach into
 - Spanish
 - German
 - French
 - Portuguese
 - Chinese (simplified)
- Foundational approach with flexibility to be customized on a per client, per category, and per segment basis.
 - Day in the life
 - Day in the life grounded in category/product
 - Custom – dependent upon objectives
- Quantified qualitative analysis that increases the confidence in the answer and insights.



Design – Day In Their Life



Their Day In Their Words

Objectives:

- Gain an understanding of the respondents through their own natural language, and determine the elements of their day that they bring up unaided. Is the product/category in question brought up through their stories?

Example Discussion Guide:

- Today I would like to talk to you about your typical day and ultimately how social media fits into your day and impacts your life.

But first, I want to get to know you a little better. So let's start with a typical day for you. First I would like to get an overview of what a typical day entails and then we are going to talk in more detail about certain aspects of your day. So walk me through your day. You get up ... what do you do? Think about everything, including the little things and what you are doing at each moment in your day.

- So thinking about your typical day, how does it make you feel? Really think about this! Are certain points easier/harder than others? Talk to me about how you feel on an emotional level throughout the day.

Design – Day In Their Life With Product/Category



Their Day with Facebook

Objective

- Initial understanding of their typical interactions with the product/category, and determine the emotional impact these interactions have on the respondent.
- Dependent on the research objectives additional times/places/occasions may be specifically probed

Example Discussion Guide

- Now let's focus on some more specific aspects of your day. You may have touched on some of these topics but I really want to understand more about them.....
Let's start with the big one ... Facebook. Help me understand the role Facebook plays in your daily life. Tell me everything ... how do you access Facebook, when do you use Facebook, what do you use it for, and how does it ultimately impact your day?
- Tell me a story that is a really good example of the way Facebook plays a role in your typical day, ... a story that will really paint me a picture of Facebook for you
- I want to understand more about how your use of Facebook may change during the week, during certain activities, etc. So first, let's focus on a weekdays.....



Messaging and Sales Strategy

Objectives

- Customizable section - dependent upon the final objectives of the research

Example Discussion Guide

- So we have talked about the details of your daily life. Now let's think bigger! I want you to think about the use of Facebook ... at home, at work, on the go, etc. ... talk to me about how this truly impacts your life. What does it do for you.
- Imagine you didn't have Facebook at all! What would be different, how would you feel?

Other Discussion Topics

- So we have talked about your use of Facebook on a more typical day. What about moments outside of the ordinary? Others have told me that there have been unique situations for which they turned to Facebook. What about for you? Tell me a story about a time where you turned to Facebook for something outside of your typical interaction with it. Help me understand the situation, why you used Facebook, to how it helped you. Really help me understand the situation.

Psychiatric Interviewing Technique

Dig Deeper – Probing Based on Thought Flow



Conversation – Laying Topics



Break the “Code” – Understand Their Reality

Quester Interviewing Software

Powered by Quester Inside™

Question

How would you improve your daily experience with Facebook? What features would you add to make your life easier?

Please enter your response in the box below. Our online moderator will follow up with additional questions to make sure we fully understand your thoughts.

Answer

It would be nice if they had a section where it showed reviews that my friends have given on new apps they have purchased.

Question

That's interesting, you mentioned reviews that my friends have given on new apps, can you please explain more?

There are so many new apps that are created every single day. I'm always looking at the top free and top paid, but I would rather hear about apps that my friends recommend since we share a lot in common. If they liked it, then I would be more likely to pay 99 cents to download and learn how to use it.



Present topic, set expectations of additional discussion.

System selects key element of response and incorporates into follow-up probe.

Capture deeper insights to better understand consumer mindset.

Interview In Action

? **So think about Facebook as a whole. Thinking about how you use Facebook, help me understand how it impacts your life. In other words, what are the benefits of Facebook? What does it allow you to do?**



It allows me to stay connected with my friends and family no matter where they are at in the world.

Dig Deeper – Probing Based on Thought Flow

? **Tell me more about the idea of connectivity, and the difference that makes to you personally, as you think about Facebook?**



I wouldn't be able to keep in touch with them. I would forget birthdays and not know what is going on in their lives. It is nice that they can see what is going on in my life too.

Conversation – Laying Topics

? **This may seem like a strange question ... but how does that make you feel? Imagine how your life would be different if you didn't have Facebook. I know, seems strange! But think about how would this impact the things you do in life? How would it make you feel?**



I would feel lonely and very sad. Between running the kids around to their activities and having a full time job, I never get the chance to talk to my friends, let alone have a girls night!!! Facebook is my release and it helps me feel closer to my friends even when we can't talk or get together.

Break the “Code” – Understand Their Reality

Analysis & Reporting: Who is the Facebook User?

The Facebook User thinks in terms of how the social media site makes them **“connected”**. Facebook enhances many aspects of their lives, and those benefits translate into emotions surrounding being a **“better”** version of themselves.

They can be a better friend or relative by staying touch, knowing what is going on in their lives, and acknowledging that you care by various means (likes, comments, shares, etc)

They can be a better parent, employee, consumer. They can be more knowledgeable in their jobs, as a parent, and in their own personal life by being exposed and having access to information at their fingertips.

They can be a “better me”. They can escape or get lost in the lives of others, companies, organizations, videos, etc. This “connects” them to what was once out of reach.

Facebook is the tool that enhances their emotional relationships with friends, family, products, ideas and even themselves.

What Personas Exist?

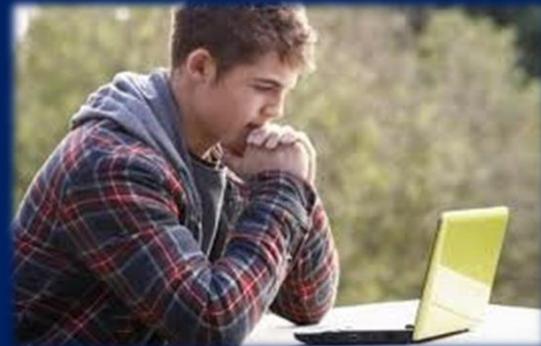
Sarah – Connection Craver



Facebook enhances some portion of the lives in all segments. What differentiates them are the emotions associated with this and the strength of those emotions.

“Connected to feel me again”

Alex – Anxious Socialite



Needs to feel a part of everything”

Sarah – Connection Craver

I couldn't live without Facebook. I freak out if I can't access it. Every morning while my kids are eating breakfast I read about what my friends and family did the night before, what their kids are doing, or just something random they have posted. I wouldn't have any way to know otherwise, it keeps me close to my friends and I get to share in their same daily experiences even being miles away.

Their daily breaks in life are tied to their connection with friends and family. They are dependent upon reading their updates, sharing their experiences – in their busy lives, it's the only way they can maintain these relationships.



Sarah – Connection Craver

Day in the Life

Lives are busy and hectic

They feel a lot of weight on their shoulders

Their social lives revolve around their kids



Role of Facebook

Facebook truly makes them happy – they are addicted. Even more, they are dependent upon it – can't function without it.

Facebook is an escape – and it makes them feel themselves again.

They are finding new ways to incorporate it into their life every day.

Sarah – Connection Craver

How does Facebook make them feel?

“When I surf on Facebook, it makes me **feel good**. It **reduces stress** because I can focus on enjoying the lives of people who are close to me. It’s a moment of **relaxation**.”



When I’m on Facebook,
I Feel...

57% Connected

33% Happy/Content

20% Relaxed

18% Good About Myself

13% Stress Free

12% Calm & Peaceful

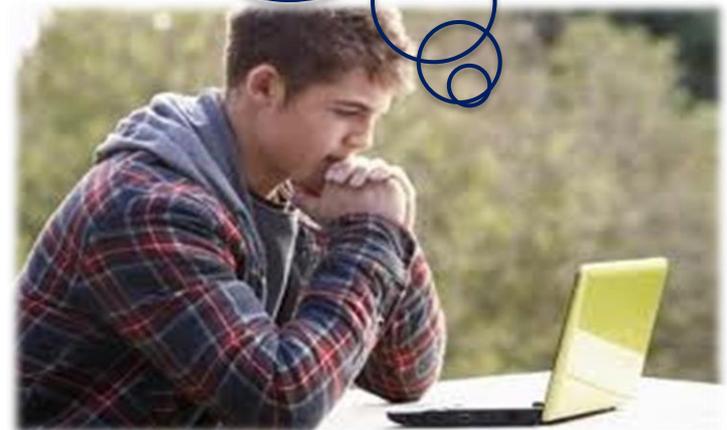
Alex – Anxious Socialite

Setting: The Courtyard

- Alex is sitting on a bench in the courtyard at his college with a laptop in front of them, his smart phone sitting next to them and their backpack at their feet.
- He is wearing casual clothes and is more focused on being comfortable than what he looks like.
- There are headphones close by so he can plug in and listen to the audio of any videos that his friends have posted.
- He is focused, concerned with what is on his news feed – he wants to make sure he's not left out of anything.

*The majority of my time spent on Facebook **is in between classes.** I like to find a nice quiet spot, and I look at new status updates, pages that people have liked, videos they have posted and more.*

Guess I need to know what everyone is up to. Want to make sure I am not missing out on a conversation, hanging out somewhere. Guess I don't want to be left out of anything.



Alex – Anxious Socialite

Help me find products that my friends are using
30%

News Feed
45%

Make a separate page that lists out reviews or comments friends have posted on a product, restaurant, etc.

“I wish I knew more about the bad experiences my friends had at restaurants in my city”

“The other day my best friend put up a status that he walked out of the new Transformers movie and wished he got he money back. It would be awesome if I had access to what my other friends thought all in one place”

Create a shopping tracker that allows friends to automatically post when they have purchased something new

“My girlfriend in New York is always posting these trendy outfits she mixes and matches together, and I absolutely love to go out and recreate the same thing”

Recommend products that their friends have liked on their own.

“My friends and I were talking the other day and we realized that we all purchase a lot of the same stuff. I wish I could be alerted to things that they are interested in so I’m not left out”

For additional information

Contact us at info@quester.com or visit www.quester.com