

DIGSITES

Insight Discovery

Faster Insight on Brand
Experience for less Budget

Practitioners, enabled by Bionix

BionicX

Who is DigSites for?

Are you a **brand owner** looking to **build or strengthen your innovation pipeline** through deeper understanding of consumer tensions and underserved needs

Are you a **brand owner** looking to **build stronger connections** between the consumer and your brand through communication?

Are you an **agency** seeking to **strengthen existing capabilities** and practitioner teams with insights that complement ongoing client work, **expedite pathways** to insightful action and **deliver efficiency**?

Are you a potential **investor** wanting to **understand the market opportunities** for brands ahead of investment decisions?

Bionicx DigSites presents an **organised understanding of human experiences** that can accelerate action for the brand that unlocks clear competitive advantage.

DigSites uses a proven, AI-Enabled insight discovery process designed to **identify emotional hotspots and weak signals in data that forge fresh opportunity.**



High quality insight discoveries in real-world experiences provide the launchpad for **Product Innovation & Comms development.**

**“WHERE TO PLAY” &
“HOW TO WIN”**

DATA

Data from a range of sources is provided by you*. Any kind of qualitative data can be used**, including **Transcripts** (Research, Call Centre), **Reviews** (Product/Brand/Category), **Surveys** (open ended text), **Comments, Blogs / Posts, Social Media**

*Data can be created or procured by us by arrangement

****Not all data has equal value.**

All data has value and contributes to the narrative of an experience or footprint of a brand.

However, some data types are far more valuable when the objective is to precisely decode the consumer voice: the emotion AND their drivers.

DISCOVER

An industry leading insight discovery engine built with a combination of **proven insight practitioner expertise** from 20+ years of experience, and **AI data engineering** from industry-leading AI specialists, to accelerate insight discovery with the detail required for confident decision making.

Fresh, deep understanding of emotion-led motivations of unmet or underserved audience needs; Clue-form evidence to back up hypotheses.

DELIVER

Formulated territories for exploration, backed by voice-of-the-consumer that offer a competitive advantage.

Deliverables combine fragments of data - verbatim and context clues that surface consumer language - with hypotheses and creative challenges that clearly articulate "where to play" and "how to win".

Delivery : c.10-15 Insight DigSites (as shown next page)

Plus agency toolkit

DIGSITES:
DELIVERABLES

• ~15 Insight DigSites
per project

~15 two-page Insight
platforms covering a clear
outline of the need, the
tension, key moments and
the voice of the consumer
experience in both quote
and lexicon lists.
Platforms summarise the
opportunity and present
inspiration from
elsewhere.

Headline / Sub Headline

Articulation of the Insight

EXAMPLE

Gardening
Supplies Hunt

Affordable, high-quality
gardening tools and a
reliable selection of seeds
and plants.



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SET THE SCENE

Gardening is a personal hobby and a source of satisfaction, but finding the right supplies can feel overwhelming due to limited availability, high costs, or lack of knowledgeable staff.

INSIGHT

"I want to find quality gardening supplies easily and affordably, but limited options and unreliable stock make it a frustrating experience."

ESTIMATED OCCASIONS

19.6 million occasions
annually.

“

"I was so frustrated by the lack of variety in seeds. It's always the same options."

“

"Their prices are ridiculously high. I ended up leaving empty-handed!"

“

"I really needed advice on what would grow best in my soil, but no one could help."

TENSIONS & FRUSTRATIONS

High prices, low stock availability, and poor quality for the cost.

DESIRED CONSUMER BENEFIT

Functional: Accessible, diverse, and durable products.
Emotional: A sense of empowerment and creativity in gardening.

REQUIRED FEATURES

Durable tools, diverse seed variety, knowledgeable staff for advice, and well-stocked supplies.

LANGUAGE / CONSUMER LEXICON

Durable, reliable, expert advice, affordable, variety, vibrant, thriving, beginner-friendly, sustainable, empowering.

Representative Imagery

Tensions/Frustrations
Observed in the experience

Required Features and Benefits

Original Verbatim
"clues" from
available data

Functional &
Emotional
Benefits sought
by consumers

Language used
by consumers
that highlight
the tension or
desired solution.



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Articulation of the Insight

EXAMPLE

Gardening
Supplies Hunt

Acting on this Insight

Let's consider the opportunity
and the inspiration from others
that motivates action.

CONSUMER NEED

Affordable, high-quality
gardening tools and a
reliable selection of seeds
and plants.

SET THE SCENE

Gardening is a personal hobby and a
source of satisfaction, but finding the
right supplies can feel overwhelming
due to limited availability, high costs,
or lack of knowledgeable staff.

INSIGHT

"I want to find quality gardening supplies easily and affordably,
but limited options and unreliable stock make it a frustrating
experience."

OPPORTUNITIES FOR NEW PRODUCTS

Innovative tools that are durable and
ergonomic, bundled starter kits for new
gardeners, and eco-friendly seed options.

INSPIRATION – WHO DOES THIS WELL?

Fiskars Garden Tools - <https://www.fiskars.com>

WHY THIS PRODUCT EXCELS

Renowned for their durability, ergonomics, and
premium build, Fiskars tools empower gardeners
while lasting for years.



← How might New
Products solve
this challenge?

← Who is excelling
on this
consumer need?

← Visual stimulus
of leading-edge
players

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↑
Consumer Need Recap

DIGSITES

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Insight Themes

How do the Insight Platforms
connect at a higher level?

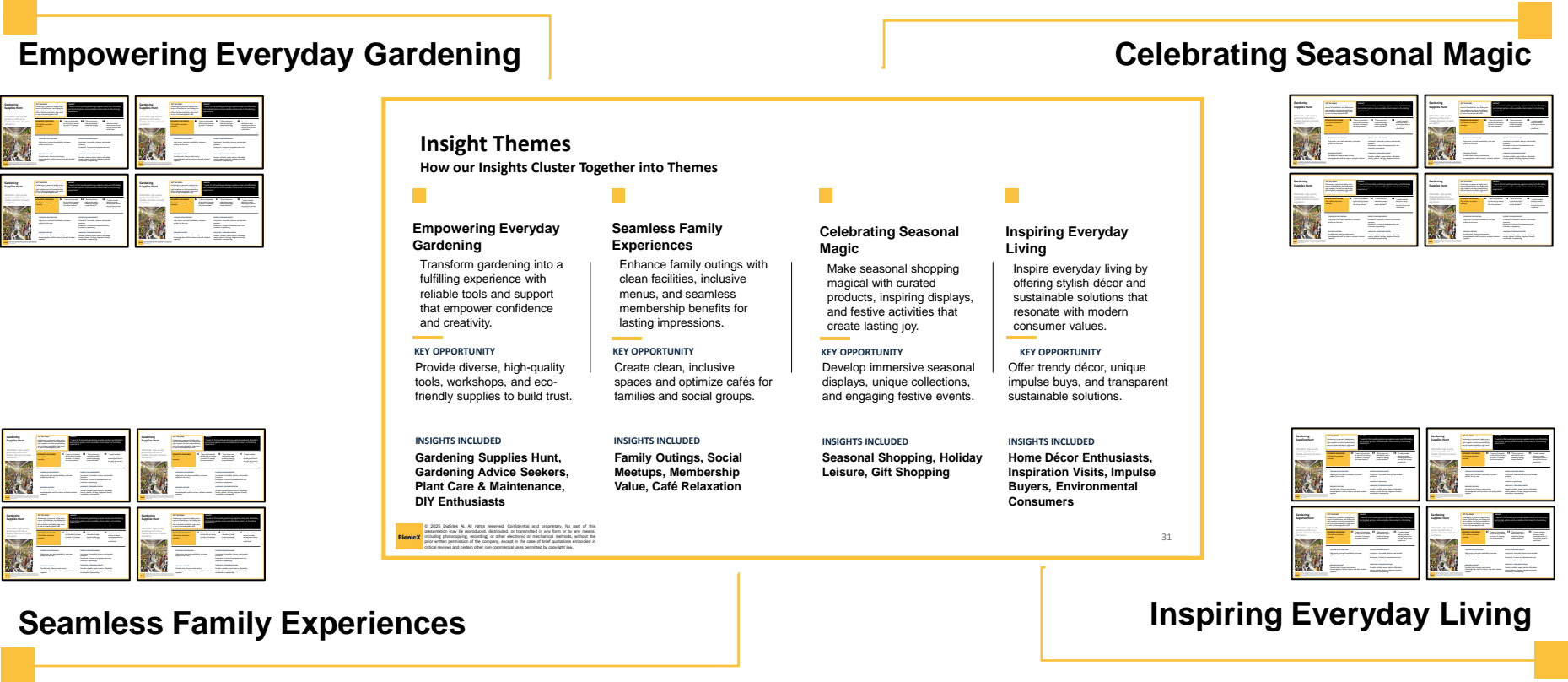
Practitioners, enabled by Bionicx



Once Insight Platforms are created, they are further clustered to elevate the wider opportunity that may exist for brands under a smaller set of strategic banners.

DIGSITES:
DELIVERABLES

- ~15 Insight DigSites per project
- Clustering DigSites into strategic banners





DIGSITES:
DELIVERABLES

- ~15 Insight DigSites per project
- Clustering DigSites into strategic banners
- Strategic Banner story telling

Plus Agency Toolkit

- Story of the Insight speaker notes
- Consumer Clue Bank
- Build actionability from inspiration from others.

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Empowering Everyday Gardening

Empowering Everyday Gardening

Empowering consumers to succeed in gardening and DIY projects by addressing their needs for reliable tools, expert guidance, and sustainable supplies. This theme emphasizes making gardening more accessible, enjoyable, and rewarding.

INSIGHTS INCLUDED

Gardening Supplies Hunt, Gardening Advice Seekers, Plant Care & Maintenance, DIY Enthusiasts

STORY OF THE THEME

This theme is about transforming gardening into a fulfilling, stress-free experience. Gardening enthusiasts—ranging from novices to seasoned green thumbs—are often hindered by inadequate tools, unclear instructions, or lack of support. As one consumer shared, "I needed help with choosing plants for shade, but no one seemed to know what to suggest." Another said, "The tools I bought broke within a few weeks—terrible quality for the price." Consumers want reliable tools, eco-friendly supplies, and guidance tailored to their specific needs. By investing in staff expertise, offering durable and sustainable products, and creating DIY-friendly spaces, Dobbies can become the go-to destination for gardening success. With workshops, starter kits, and enhanced product diversity, Dobbies has an opportunity to empower every gardener to create thriving green spaces with confidence and pride.

HOW TO EXPLOIT

Build trust by providing diverse, high-quality gardening tools, tailored advice, and eco-friendly supplies. Offer workshops and educational resources to empower consumers and position Dobbies as a gardening authority.

Diagram showing four overlapping Insight DigSite cards for Gardening Advice Seekers, Plant Care & Maintenance, DIY Enthusiasts, and Gardening Supplies Hunt. Each card includes a title, a 'SET THE SCENE' section with a description of the consumer's experience, and an 'INSIGHT' section with a quote. The Gardening Supplies Hunt card also includes an 'ESTIMATED OCCASIONS' section, a 'TENSIONS & FRUSTRATIONS' section, a 'DESIRED CONSUMER BENEFIT' section, a 'REQUIRED FEATURES' section, and a 'LANGUAGE / CONSUMER LEXICON' section.

Gardening Advice Seekers

SET THE SCENE
Gardening projects often require expert advice to succeed, but finding helpful, knowledgeable staff can be difficult, leaving consumers feeling unsupported and unsure about their purchases.

INSIGHT
"I want expert advice to guide my gardening projects, but poorly trained staff and rushed service leave me feeling unsupported and unsure about my decisions."

Plant Care & Maintenance

SET THE SCENE
Plant care is a routine activity for many consumers, but low-quality supplies, unclear instructions, and high costs can create unnecessary stress and dissatisfaction.

INSIGHT
"I want reliable, easy-to-use supplies to care for my plants, but unclear instructions, low-quality products, and high prices make the experience frustrating and ineffective."

DIY Enthusiasts

SET THE SCENE
DIY projects often require niche tools or materials, but gaps in product availability and lack of guidance can hinder progress, making the experience more stressful than rewarding.

INSIGHT
"I want reliable tools and materials for my DIY projects, but limited stock, lack of variety, and poor-quality options make it difficult to complete my projects successfully."

Gardening Supplies Hunt

SET THE SCENE
Gardening is a personal hobby and a source of satisfaction, but finding the right supplies can feel overwhelming due to limited availability, high costs, or lack of knowledgeable staff.

INSIGHT
"I want to find quality gardening supplies easily and affordably, but limited options and unreliable stock make it a frustrating experience."

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BEFORE

Narrower, Subjective, Slower Exploration to search for solutions. Even skilled, time-poor practitioners require support.

Deliverables in Weeks

BIONICX

Amplified, Objective, Accelerated Exploration to enable Practitioners to Unlock Brand Value using tried and tested insight discovery methods.

Deliverables in Days

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Also see: Solution Creation - Concept DNA. (*Coming Soon*...i2i)

Get Started Today

hello@bionicx.ai