



ETHNOGRAPHIES BRIDGE THE GAP

Equipment retailer asks “what makes our customers tick, and how can we use that information to drive sales through product development?”

OBJECTIVES AND CHALLENGES

This equipment retailer has in-house design and manufacturing capabilities, making the Voice of the Customer of the utmost importance to them. Thus, leadership asked:

How receptive are our customers to innovative ideas? What are their relevant pain points, and who or what influences them to buy from our chain versus another? What product features and innovative categories of business would drive profitable sales?

METHODOLOGY

To answer these questions, we spoke with a broad swath of customers representing all US regions, vocations, and demographics. These key variables were built into a survey which was sent out to all customers, irrespective of their loyalty to the chain.

In addition, we watched customers use key equipment types at their homes and job sites. This exercise separated customers’ perception of a product from the reality of it, highlighting many opportunities that were not surfaced in the interviews or surveys.

FINDINGS

1. Common Pain Points for All

All of the research activities surfaced some unexpected pain points having to do with over-arching trials of life. The struggles of raising GenZ teens and maintaining order at home and work affect most segments, and extend deeply into the pain points and opportunities associated with equipment.

2. Different Influences for Each

While the various customer segments shared some common pain points, their purchase behaviors varied significantly. Those who are open to innovation research and shop quite differently from those who value tried and true products.

3. Everything is great! Not really...

Where initial customer feedback suggested no room for improvement, the ethnographies revealed otherwise. The result was a list of scores of simple yet innovative feature enhancements.



AT A GLANCE

PROCESS

- 20 in-depth interviews
- 1,700 participant survey
- 25 participant ethnography

DELIVERABLE

- Customer segmentation report including:
 - Lifestyles and attitudes
 - How, where, what, and why they shop
 - Influences, likes, and pain points
- Opportunities assessment
- White space identification and plan
- Ethnography report with video reels



ERIN KELLY

Consultant

“Consumer behavior is fascinating, because it seems to make no sense. This stems from people’s keen awareness of their pain points, their hope for a solution, and their inability to fully vet your suggestion on the spot. Watching them in action is a fantastic way to connect some of the dots.”