

# The Advantages of Pairing Quick Shopper Reads with the Right Target Audience: How Logitech Gained Invaluable Shopper Insights

*"It was invaluable to have people take pictures in the store. The verbatims were amazing, very powerful. Finding the right audience was key. Everyone was articulate and would readily share their experience with us."*

**B. Aristud**  
 Logitech Global Consumer Insights

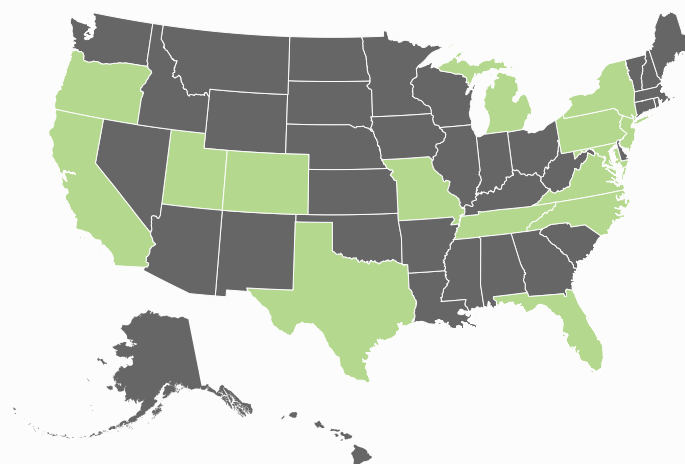
## The Challenge

Logitech launched its first mobile stand-alone keyboard, which primarily targets iPad users, but also works with smartphones, smart TVs, and Android devices. To maximize the product's opportunity, the team was looking at alternative targets and positioning, in addition to reevaluating the price point and distribution channels for the selected targets. Quantitative research was conducted on the target segment, but more information was needed to assess the current shopper experience in the context of the store and its product competitors.

## The Solution

In order to understand the current shopper experience around the keyboard, the GutCheck research team launched an online Instant Research Group (IRG) with a shopping activity, where respondents answered open-ended questions and follow-ups posted by a trained moderator. The IRG technology fostered a dynamic qualitative discussion where respondents were easily able to interact with others in the group. The second day of research involved an in-store activity requiring respondents to answer questions and upload imagery using their mobile device while in-store.

A total of 20 respondents, nationwide, were screened based on demographic criteria as well as custom screening criteria like purchasing decisions and devices used, among others.



Locations of study participants

## Research Objectives

1. Understand the strength of the keyboard in terms of stopping power in its current merchandising form and how shoppers interpret the value proposition.
2. Identify opportunities to improve in-store product perceptions of the keyboard to optimize its in-market success.

## The Results

Within days, the Logitech team was able to gain several key insights from both the pre-shopping and in-store shopping exercises.

### 1. Pre-Shopping Research

During the initial portion of the study, they learned category shoppers have three main considerations before heading to the store, giving the team ideas on which features to highlight during the pre-shopping stage, which is essential to entering the consideration set.

### 2. Product Findability & Barriers to Purchase

The team was also able to understand why heading into the store can be a frustrating experience for mobile keyboard shoppers. Respondent verbatims helped shed light on product location, as well as the overall interaction and experience with sales associates within each store. Having a clear representation of the shopper pain points helped the Logitech team gather insights on ways to avoid inconsistent merchandising and overall shopper confusion.

### 3. Packaging, Positioning, & Competition

Throughout the study, respondents shared several thoughts and ideas related to what they'd like to see in-store in terms of product testing, product displays, and packaging. The rich feedback gained while respondents were in-store provided the Logitech team with the specific details and information shoppers need to see before they choose one product over another.

The feedback gained from the IRG and shopper activity gave the Logitech team a glimpse of what was really happening in the store, in the aisles, through the eyes of the shopper. The team had a hypothesis about the optimal product location within several store layouts, and the results of this study validated that hypothesis. Further, the colorful image uploads respondents shared from their in-store experiences helped the team understand the purchase thought process and pain points from the buyer's point of view, which proved to be invaluable feedback, especially during the conversation with their business partners and sales teams.

*"The verbatim quotes and photos were so helpful in conveying the message. Quant tests are great, but when you hear it directly from the consumer, the feedback becomes more powerful than just numbers on a screen."*

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## The GutCheck Benefit



### Flexibility

Throughout the research design process, you have the opportunity to modify discussion guides and questionnaires or ask us questions.



### Guidance

The same online research strategist will work with you on all phases of your study, ensuring a higher level of consistency, quality, and a strong knowledge of your project history from start to finish.



### Speed

What might seem impossibly fast often falls right into our timelines. Our qual and quant friendly platform has the ability to execute both types of studies simultaneously if needed.

## About GutCheck

GutCheck is a global, online agile market research solution that enables our clients to get quick consumer reads to address business questions, whenever they need to be answered. GutCheck's flexible quantitative and qualitative platform enables us to instantly recruit target audiences, and our full-service team provides the insights and confidence our customers need to react and move their businesses forward. For more information: <http://gutcheckit.com>.