

BRINGING RESEARCH



to Life

How Design is Connecting
INSIGHT to IMPACT



Vital Findings

Why Do We Need **DESIGN?**



Executives are inundated with data



Having higher quality data and insights alone is not enough to break through the clutter



But if we can stand out, with higher quality data and insights, we can own the boardroom



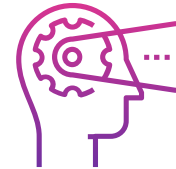
RESONANCE

Helps us shout above
the din of data



CLARITY

Allows us to explore
complex issues with a
higher level of
accuracy



SALIENCE

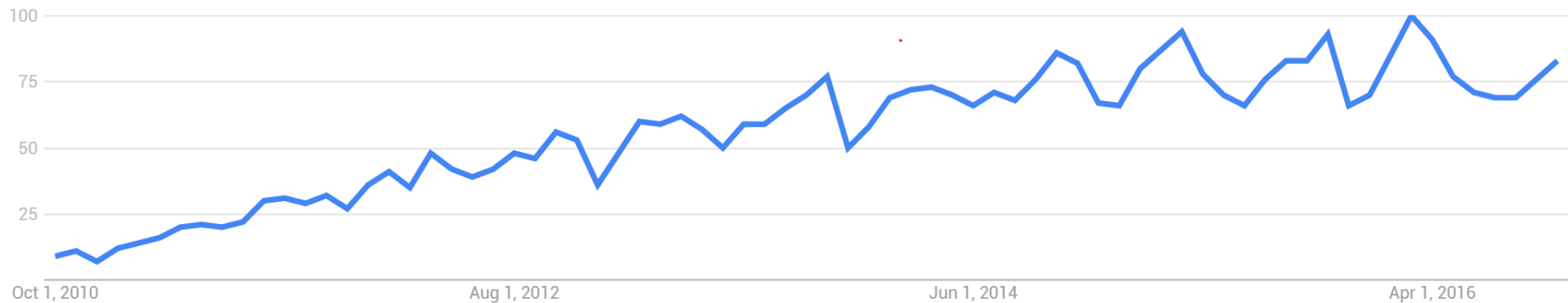
Gives us the tools to
create the “user
experience” of how our
insights are received

The Power of **DESIGN**

Infographics are just the start

The popularity of infographics has shown that design holds promise, but exploding use has made it harder to stand out

Interest over time ?



Three Examples of Design in Action

UGG:

Experiencing a Segmentation



Hollywood Studios: *Demystifying DCM*



Kelley Blue Book: *Measuring the Future*



UGG Segmentation & Segment Visualization

THE BUSINESS ISSUE

How to grow a wardrobe staple that straddles comfort and high fashion?

THE RESEARCH

- Global quantitative segmentation (2013-14)
- Segment visualization & installation (2014-15)
- Designer Immersion Fall 2015
- Segmentation Quant & Qual Refresh (2016)
- Segmentation Workshops & Playbook (2016)

DESIGN CHALLENGE

How can help UGG internalize the segments and keep the work fresh and relevant?



Starting Point

Highly Differentiated Segments With Highly Visual Deliverables

34%
SEGMENT
SIZE



FASHION MAVENS
AMBITIOUS INTELLIGENT INDEPENDENT



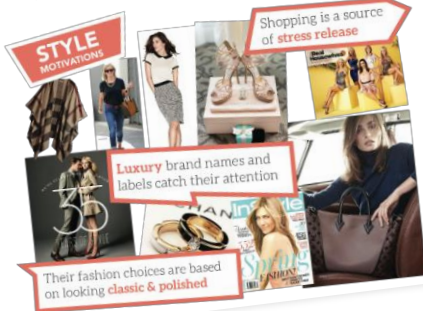
ADVENTUROUS CREATIVE SPONTANEOUS



Elite
Polished
Bold



My wardrobe is carefully built with brands that exude sophistication and luxury and I'm willing to pay for the best. 11





Experience #1:

SEGMENT INSTALLTION

Chicago

★ CONSUMER IMMERSION EVENTS ★

UGG
australia

▽ ▽ ▹ ▹
Vital Findings

Experience #2:

DESIGNER IMMERSION



Invitations to Heighten Excitement



▽▽▽X
Vital Findings
would like to cordially invite you to a **special dinner event** to discuss your **attitudes and opinions** when it comes to footwear

UGG STORE
MIXER

November 18th, 2015
6:30pm-9:00pm

UGG AUSTRALIA STORE.
909 N RUSH ST
CHICAGO, IL 60611

Dinner will be served.

Please bring your requested
"SHOW AND TELL"
footwear with you to the event.

Vital Findings ▽ ▽ ▽ ▽

PRESENTS

UGG

segmentation workshop

SEPTEMBER 2016

The Result

Resonance & Salience



RESONANCE

The segmentation broke through, especially among UGG's designers, who had a hard time embracing previous data



SALIENCE

- Three years in, the segmentation is still the foundation for annual strategic plans
- Because of events like the segment shopping immersion and workshops, the segmentation is actually used now more than ever

Maximizing Profits for Home Entertainment Movie Releases

THE BUSINESS ISSUE

The home entertainment business used to be dominated by DVDs. Now, there are more ways to watch a movie than ever before.

THE RESEARCH

- Exploring Day-and-Date DVD/Theatrical Release (2004)
- Driving Increased Consumer Adoption of Digital Movie Purchasing (2009)
- Maximizing Studio Profit Across the Release Spectrum (2016)

DESIGN CHALLENGE

How can we test complex market simulations without overwhelming respondents (and studio executives)?



2004







Scenario 1 of 16

				
Theater Release Date	Jun 4, 2004	Jun 4, 2004	Jun 4, 2004	Jun 4, 2004
Evening Ticket Price	Usual price (range)	Usual price (range)	Usual price (range)	Usual price (range)
DVD Sale and Rental Date	Jul 30, 2004	Jul 30, 2004	Jul 30, 2004	Jul 30, 2004
Buy DVD Price	\$15.99	\$15.99	\$15.99	\$15.99
Average Price to Rent	\$8.00	\$8.00	\$8.00	\$8.00
Pay Per View First Show Date (post-DVD)	Jul 2, 2004	Jul 2, 2004	Jul 2, 2004	Jul 2, 2004
Pay Per View Price	\$10.00	\$10.00	\$10.00	\$10.00
Special Features on DVD	No	No	No	No
If these movies had been released with the release dates, prices and features shown, what would you have done?	<input type="checkbox"/> See it at Theater <input type="checkbox"/> Buy the DVD <input type="checkbox"/> Rent the DVD <input type="checkbox"/> Watch Pay-Per-View <input type="checkbox"/> Watch it on TV <input type="checkbox"/> None at all	<input type="checkbox"/> See it at Theater <input type="checkbox"/> Buy the DVD <input type="checkbox"/> Rent the DVD <input type="checkbox"/> Watch Pay-Per-View <input type="checkbox"/> Watch it on TV <input type="checkbox"/> None at all	<input type="checkbox"/> See it at Theater <input type="checkbox"/> Buy the DVD <input type="checkbox"/> Rent the DVD <input type="checkbox"/> Watch Pay-Per-View <input type="checkbox"/> Watch it on TV <input type="checkbox"/> None at all	<input type="checkbox"/> See it at Theater <input type="checkbox"/> Buy the DVD <input type="checkbox"/> Rent the DVD <input type="checkbox"/> Watch Pay-Per-View <input type="checkbox"/> Watch it on TV <input type="checkbox"/> None at all

2016



Assume you are interested in watching the movie [] at home and the options below are the only purchase options available.

	 Buy Digital Version to Own	 Buy DVD	 Buy Blu-ray	 Buy DVD/Blu-ray Combo Pack
Price	\$16.99	\$16.99	\$22.99	\$24.99
Disc includes Digital Copy of the movie				
Includes Full Bonus Content				
Release Date	August 1	October 1	October 1	October 1
If you could only watch this movie if you bought it , which option would you <u>most prefer</u> ?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you could watch this movie **any way you wanted** (including the purchase option you picked above), which way would you most likely watch this movie?

- ☐ I would buy the option I chose above
- ☐ I would rent the movie on disc, as a digital version, or On Demand
- ☐ I would wait and stream via subscription (e.g., Netflix)
- ☐ I would wait and watch on a premium TV channel (e.g., HBO)
- ☐ I would wait and watch in some other way (e.g., on free TV, BitTorrent, borrow, etc.)

The Result

Salience & Clarity



SALIENCE

- In the past, DCM studies were viewed as fascinating, but too “black box” to trust fully
- The video made DCM accessible to studio execs, driving trust in the results



CLARITY

- From pre-testing, we found that respondents reacted well to the design of our two-task format
- When we showed them the video, they told us this is when they finally “got it”

Understanding Driver's Attitudes Toward Autonomous Vehicles

THE BUSINESS ISSUE

To prepare for the future, the automotive industry needs to understand how consumers will react to **different levels** of vehicle autonomy.

THE RESEARCH

Future Autonomous Vehicles Driver Study

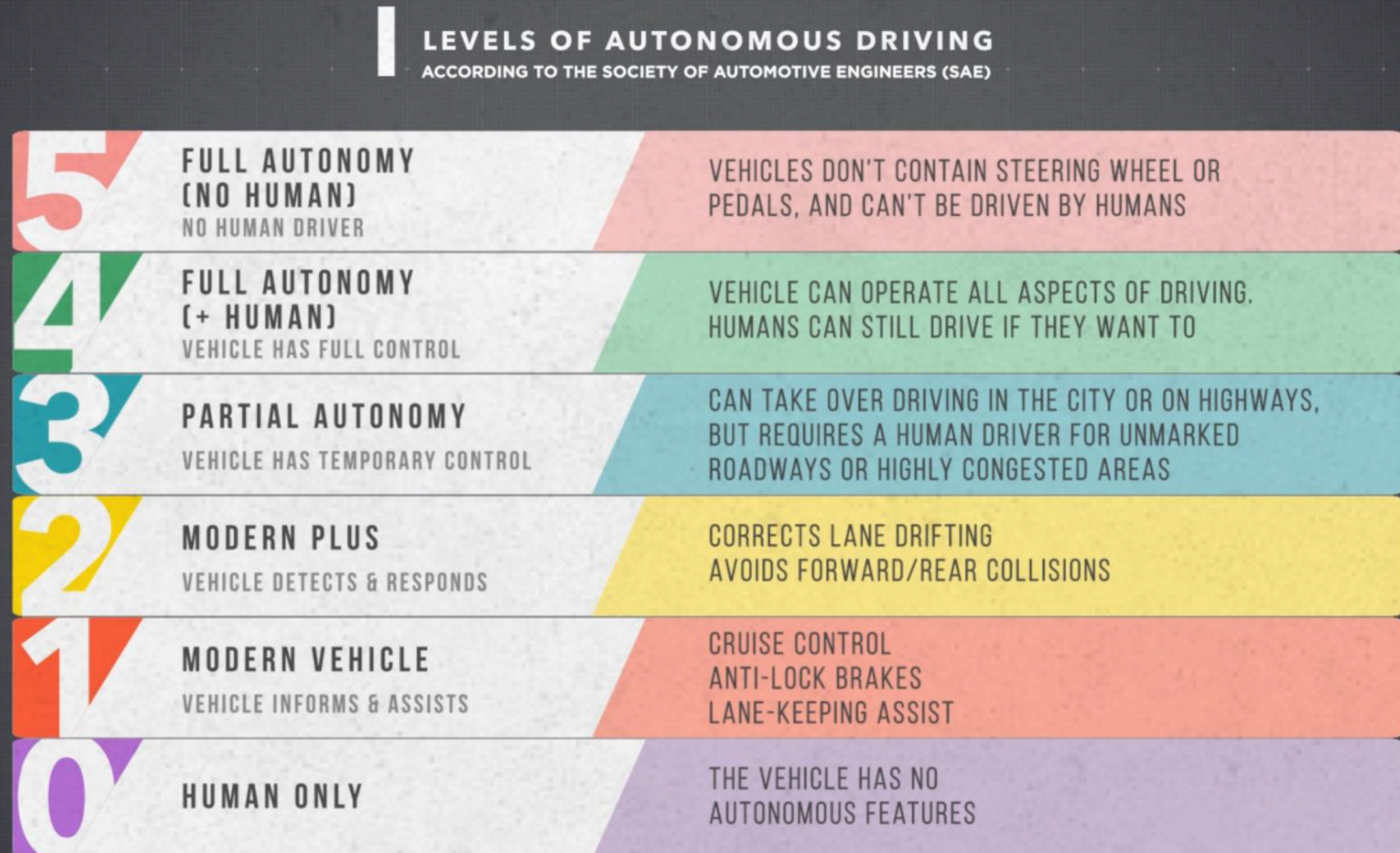
DESIGN CHALLENGE

Many consumers don't understand what an autonomous vehicle is, much less what **the five levels of vehicle autonomy** are. How can we understand how attitudes change as vehicles become more autonomous?



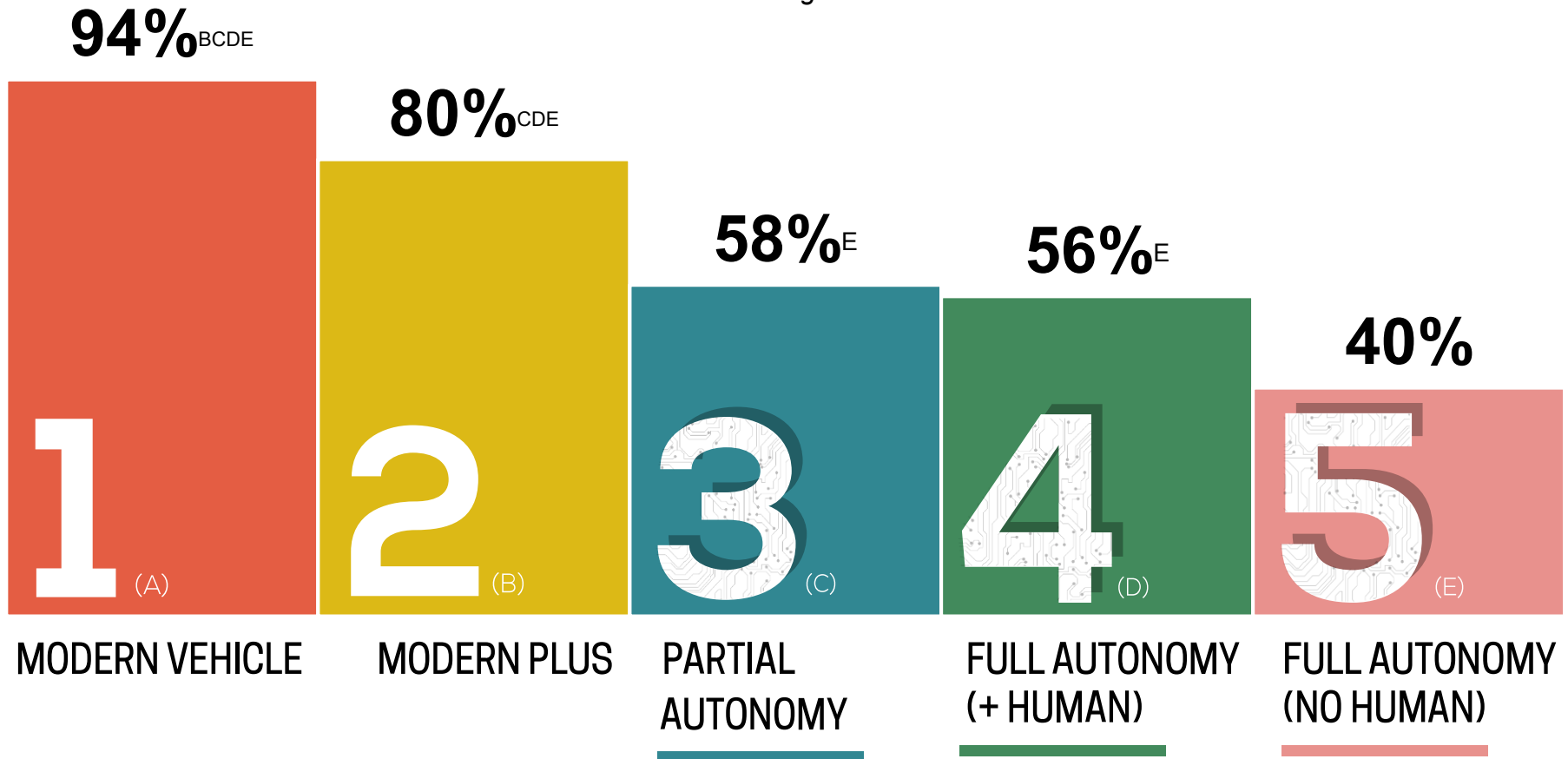
The Solution:

Motion Graphics “Levels of Autonomous Driving” Tutorial



Only half of American consumers are aware of higher levels of autonomy, with a large drop off from Level 2 Modern Plus to Level 3 Partial Autonomy

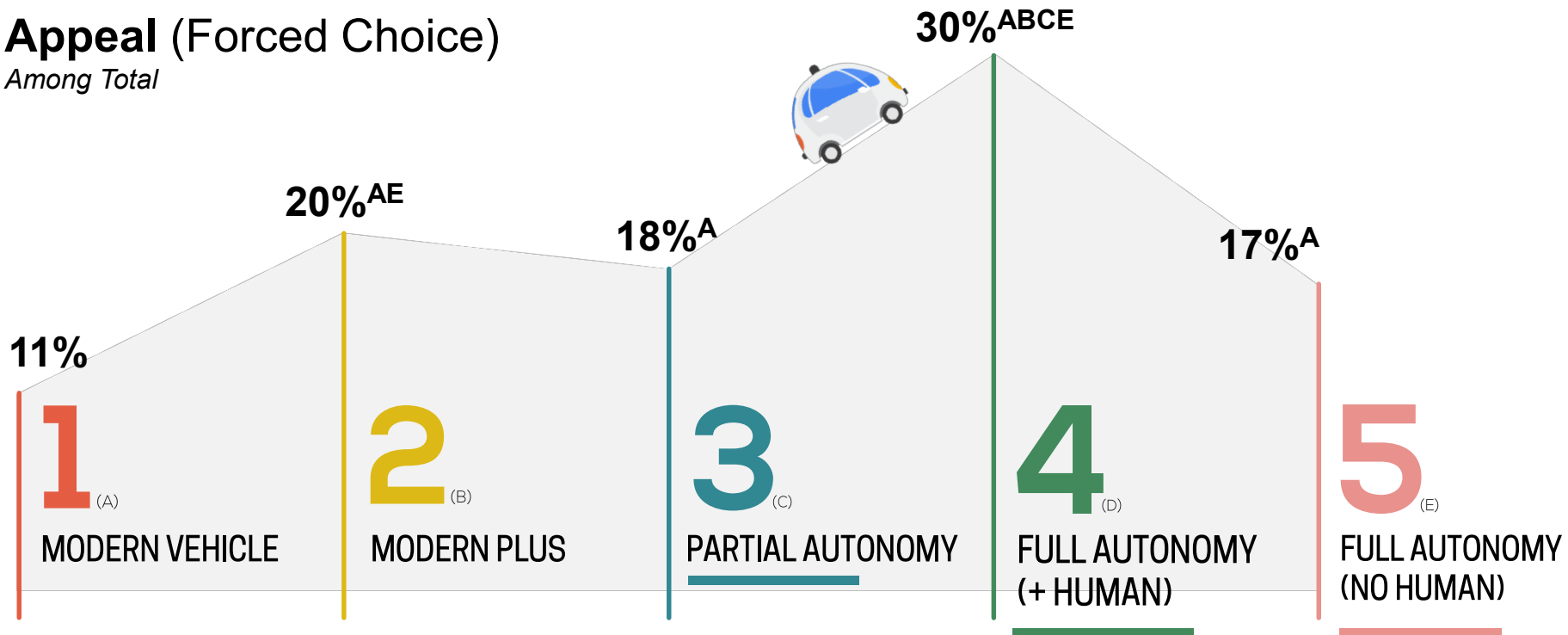
Awareness (Top 2 Box)
Among Total



**But Level 4 Full
Autonomy (+ Human)
autonomy is the
most appealing**



Appeal (Forced Choice)
Among Total



Search

NEWS

SPORTS

LIFE

MONEY

TECH

TRAVEL

OPINION

74°

CROSSWORDS

ELECTIONS 2016

VIDEO

STOCKS

AP

Self-driving cars will stay in the slow lane, drivers say

f

108

Marco della Cava

USA TODAY

6:01 a.m. EDT September 28, 2016

CONSUMERIST

q

f

t

Americans Pretty Sure Autonomous Cars Are Safer, Want To Keep Driving Anyway

IMAGE COURTESY OF ATWATER VILLAGE NEWBIE

THE WALL STREET JOURNAL.

Subscribe Now

Sign In

JOIN NOW

Home

World

U.S.

Politics

Economy

Business

Tech

Markets

Opinion

Arts

Life

Real Estate

q

TECH

Autonomous What? Americans Aren't Sure What Self-Driving Cars Are All About

Six of 10 people surveyed said they knew little or nothing about autonomous vehicles

MarketWatch

Driverless-car survey finds Americans are not ready to give up the driver's seat

Published: Sept 28, 2016 7:34 a.m. ET

f

t

g+

e

14

SILICON VALLEY BUSINESS JOURNAL

INDUSTRIES & TOPICS

NEWS

LISTS & AWARDS

PEOPLE & COMPANIES

EVENTS

MORE...

SILICON VALLEY TECHFLASH

Most in U.S. don't share Silicon Valley's driverless car enthusiasm

Sep 28, 2016, 10:23am PDT

THE VERGE

TWEET

SHARE

FLOATING IN LIMBO BETWEEN HYPE AND SKEPTICISM

The idea of fully autonomous cars, with no steering wheel, no pedals, and no way for a human to intervene, is also something most Americans are unwilling to embrace. One-third of respondents to the poll said they would never buy a Level 5 autonomous vehicle, where there is no option for human control, while 16 percent said they would buy one the moment they were available.

In fact, most people haven't even heard of "autonomous vehicles," as compared to the more easily defined "self-driving car," the poll shows. "This is good, because we live in our own little world, where the word 'autonomous' is this word that everyone knows," said Karl Brauer, senior analyst for Kelley Blue Book, which commissioned the poll of 2,200 US residents. "Forty-one percent are familiar with the term, while 59 percent are not."

Kelley Blue Book showed poll participants this short video explaining the five levels of autonomy before asking for their responses to its questions.

LEVELS OF AUTONOMOUS DRIVING

1

MODERN PLUS

DETECT / RESPOND

2

MODERN VEHICLE

INFORM / ASSIST

3

HUMAN ONLY

NO AUTONOMOUS FEATURES

CORRECTS LANE DRIFTING

AVOIDS FORWARD/REAR COLLISIONS

FORTUNE

SUBSCRIBE

TECH

SELF-DRIVING CARS

American Drivers Still Have Plenty of Concerns About Self-Driving Cars

by Sy Mukherjee

@the_sy_guy

SEPTEMBER 28, 2016, 6:55 PM EDT

e

t

f

in

The Result

Resonance, Salience & Clarity



RESONANCE

- With so many surveys on autonomous vehicles, we were the first to be able to accurately research levels of autonomy
- The study ranks among the most covered of Cox's thought leadership studies



SALIENCE

The video is now a key internal resource for communicating levels of autonomy



CLARITY

Design allowed us to test an extremely complex topic, explain it in a way that consumers understood, and dig into levels of autonomy in a way never seen before

How design has improved the power of insights at Cox

Cox
AUTOMOTIVE™





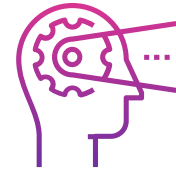
RESONANCE

Helps us shout above
the din of data



CLARITY

Allows us to explore
complex issues with a
higher level of
accuracy



SALIENCE

Gives us the tools to
create the “user
experience” of how our
insights are received

The Power of **DESIGN**

A technical drawing of a lightbulb is shown on the left side of the image. The drawing is a white line on a dark red background with a grid pattern. The lightbulb is depicted with its internal filament structure, including a central vertical support and a spiral base. Various dimensions are labeled with numbers and letters, such as 11, 75, 14, 57, 50, 39, 56, 38, 54, 75, and 140. The drawing is framed by a dashed circle and a solid rectangle.

RESEARCHERS MUST
**ANTICIPATE TRENDS,
FACILITATE WHAT'S NEXT,
& DEVELOP THE FUTURE**
RATHER THAN
FOLLOW IT.

www.vitalfindings.com