



Journey Pathfinder

UNDERSTANDING THE IMPACT OF TOUCHPOINTS

A BIOGRAPHY ?

A FANTASY ?

A LOVE STORY ?

A MYSTERY ?

**WHAT HAS BEEN YOUR
FAVOURITE MOVIE OVER THE
PAST 3 MONTHS?**



WHAT MADE IT MEMORABLE ?

THE STORY?

THE ACTING?

THE SPL EFFECTS?

THE MESSAGE ?







**WHAT IF OUR CONSUMERS
COULD BRING ALIVE TO US**

**WHAT THEY SEE, HEAR, SMELL
AND FEEL IN THEIR DAILY LIVES**

**HOW THEY PROCESS ALL THIS,
AND MAKE THEIR DECISIONS**

AND HELP US

**GIVE THEM JUST WHAT THEY
REALLY NEED**



**BECAUSE EVERY
BAHT WELL SPENT =
MANY MORE EARNED**



JOURNEY PATHFINDER

A PLANNING TOOL, DEVELOPED TO UNDERSTAND THE DYNAMICS AND INFLUENCES INVOLVED ALONG THE PATH TO A DECISION OR BEHAVIOUR PATTERN - FROM A PEOPLE-CENTRIC PERSPECTIVE.


WHAT DO PEOPLE DO, AND AT WHAT STAGE?

WHY DO THEY DO IT?

WHAT INFLUENCES THEM ALONG THE WAY?

HOW CAN WE INFLUENCE THEM ALONG THEIR DECISION JOURNEY?

HOW CAN OUR OPPORTUNITIES BE MAXIMISED?



WHAT? ANOTHER JOURNEY MODEL?

A JOURNEY: FRESHNESS ALL THE WAY



RELAXED SETTINGS

STRUCTURED GAMIFICATION

CONTINUOUSLY REFRESHED MEMORY

MINIMUM RESPONDENT FATIGUE... EVEN SURPRISE

thankful

Proud

confused

frustrated

apprehensive

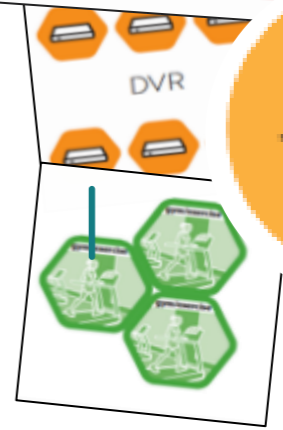
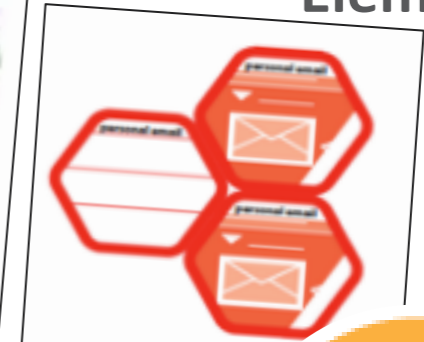
DVR



Feelings/Emotional Context



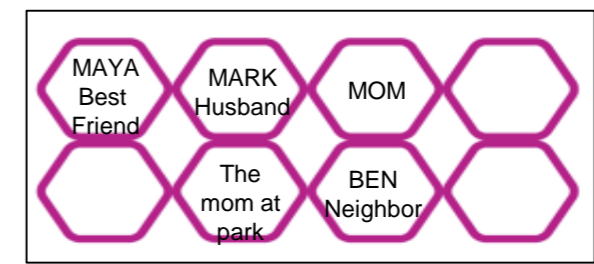
Consumer Articulated Story Elements



Turning Points, Pain Points, "Magic Wand" moments

Influences

(People/Media & Content/Places & Activities/Technologies)



UNIQUE STICKERS BRING ALIVE KEY POINTS IN THE JOURNEY

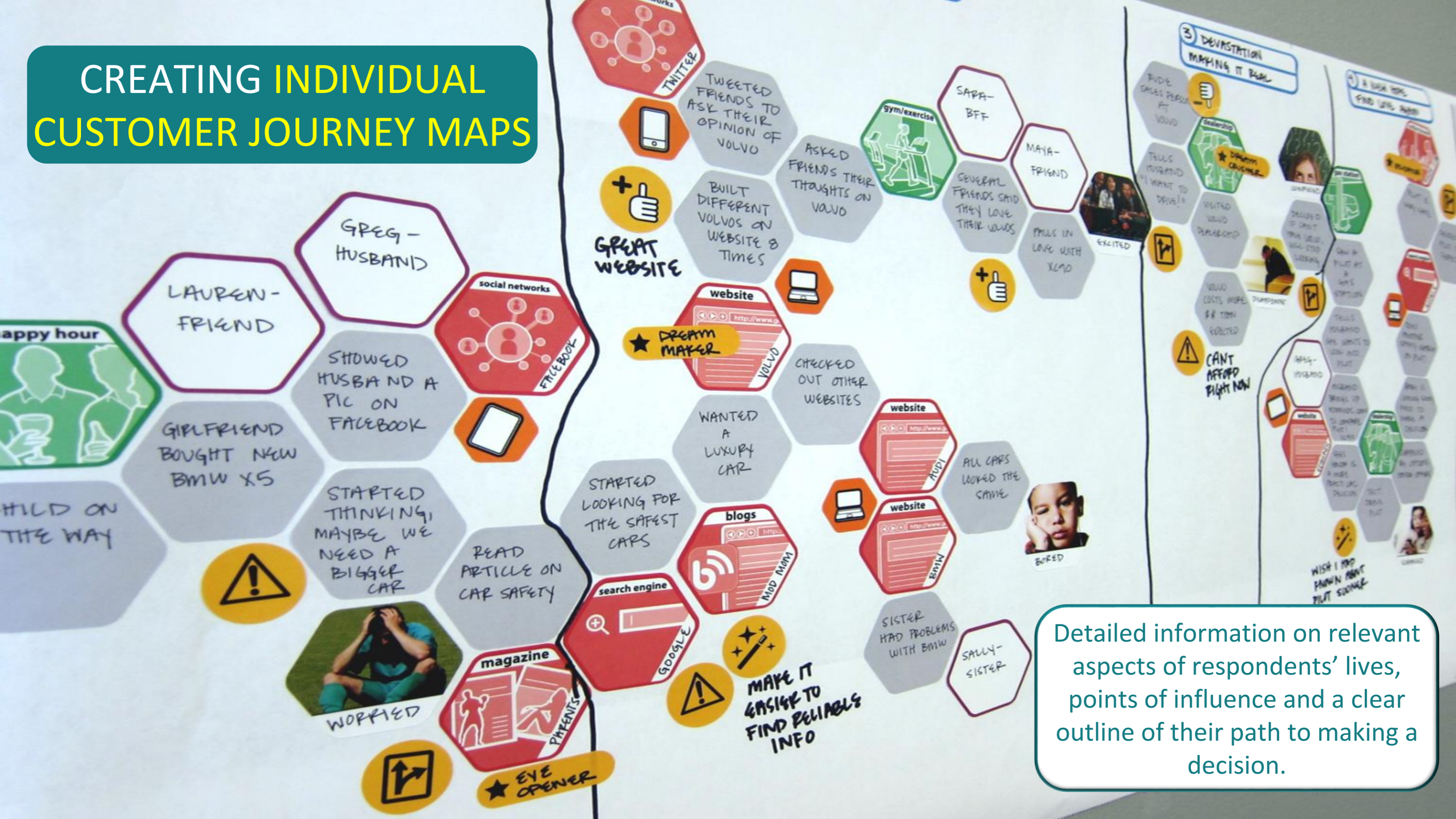
PAIN POINTS, TURNING POINTS, MOMENTS OF DELIGHT.

ALSO HIGHLIGHT THE ROLE OF VARIOUS MEDIA...

AND CONSUMERS' EMOTIONAL STATE AT EACH STAGE.



CREATING INDIVIDUAL CUSTOMER JOURNEY MAPS



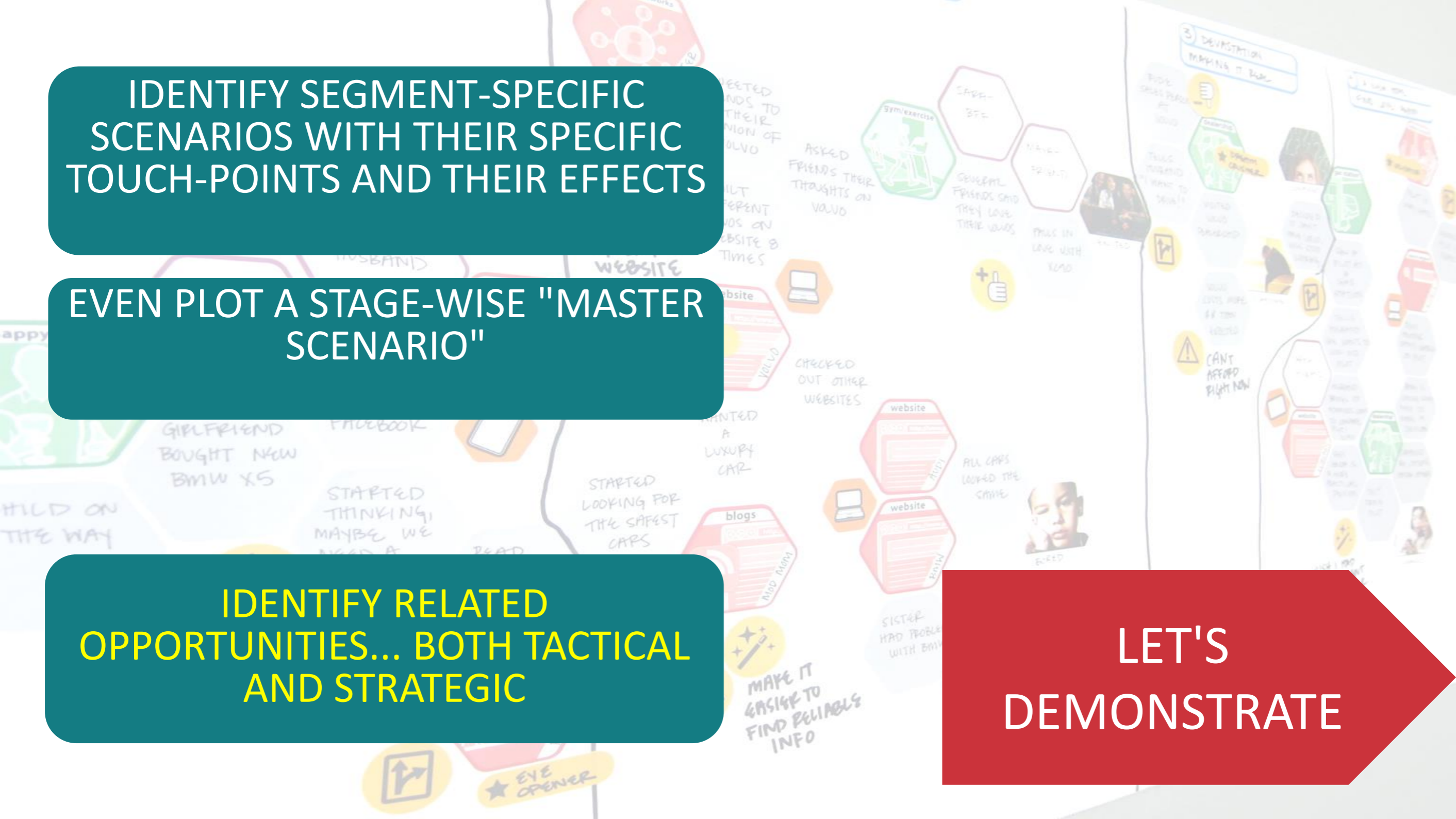
Detailed information on relevant aspects of respondents' lives, points of influence and a clear outline of their path to making a decision.

IDENTIFY SEGMENT-SPECIFIC SCENARIOS WITH THEIR SPECIFIC TOUCH-POINTS AND THEIR EFFECTS

EVEN PLOT A STAGE-WISE "MASTER SCENARIO"

IDENTIFY RELATED OPPORTUNITIES... BOTH TACTICAL AND STRATEGIC

LET'S DEMONSTRATE



A MOBILE PHONE MARKETER WANTED TO WIDEN ITS CONSUMER BASE IN A COMPETITIVE ENVIRONMENT

JOURNEY PATHFINDER INTERVIEWS WERE CONDUCTED ACROSS 3 COUNTRIES

A POTENTIALLY LUCRATIVE SEGMENT HYPOTHESISED

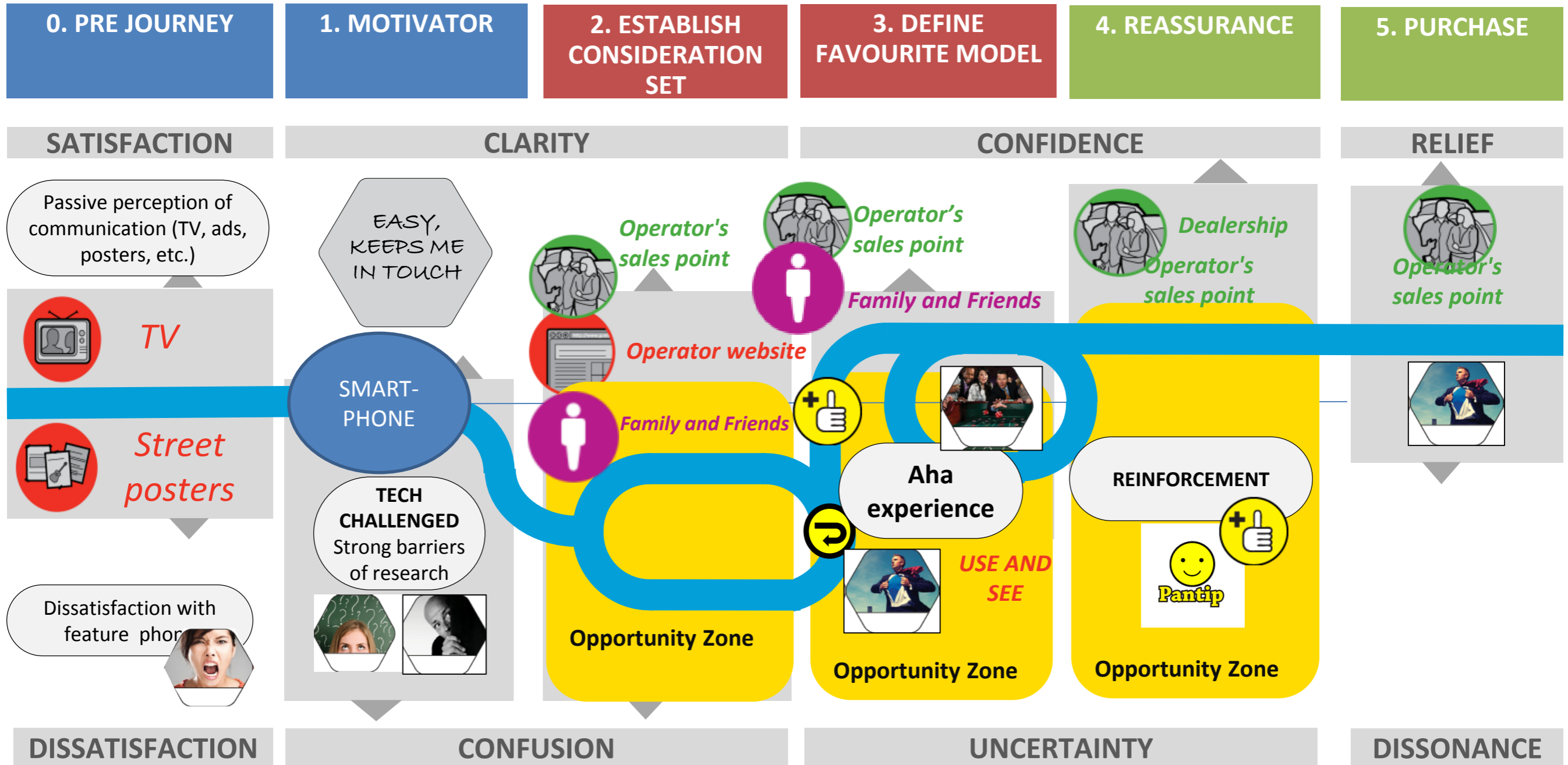
THE RELUCTANT APPROACHER

IN NEED, BUT TECH-CHALLENGED... DOES NOT LIKE TO BE CONFUSED ON SPECS

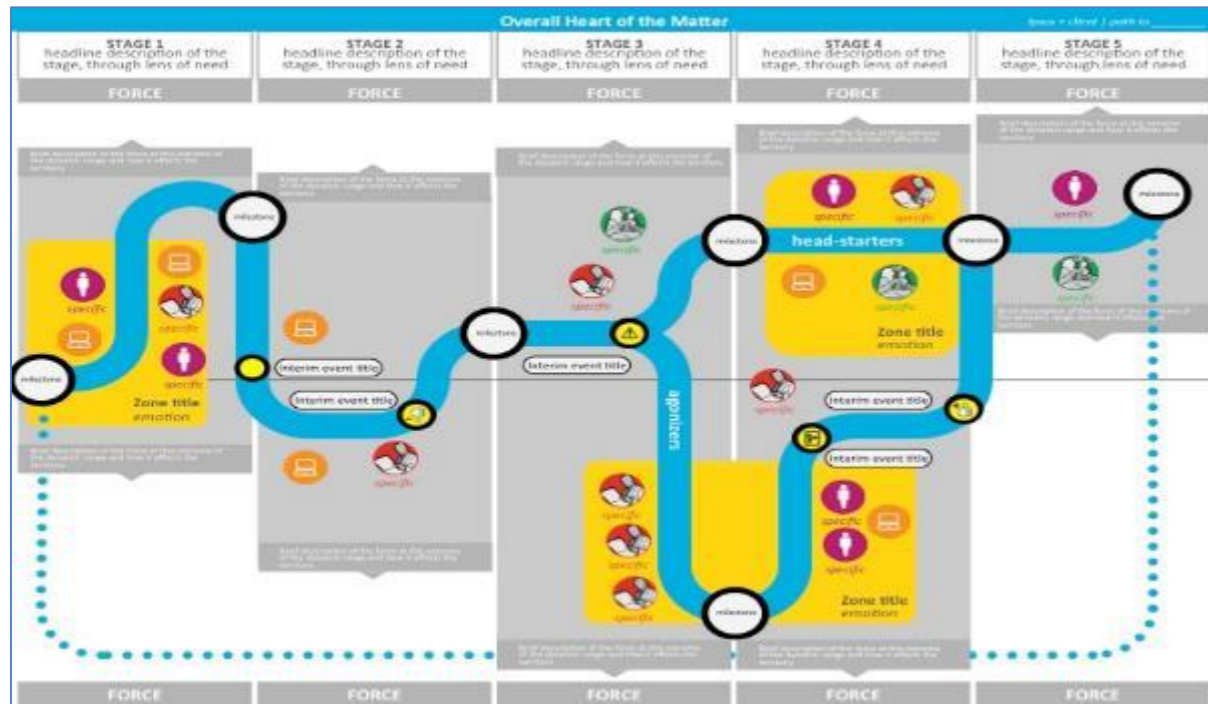


THE RELUCTANT APPROACHER

OVERCOMING "THE AGONY OF CHOICE."



DELIVERABLE: THE DECISION PATHWAY MAP



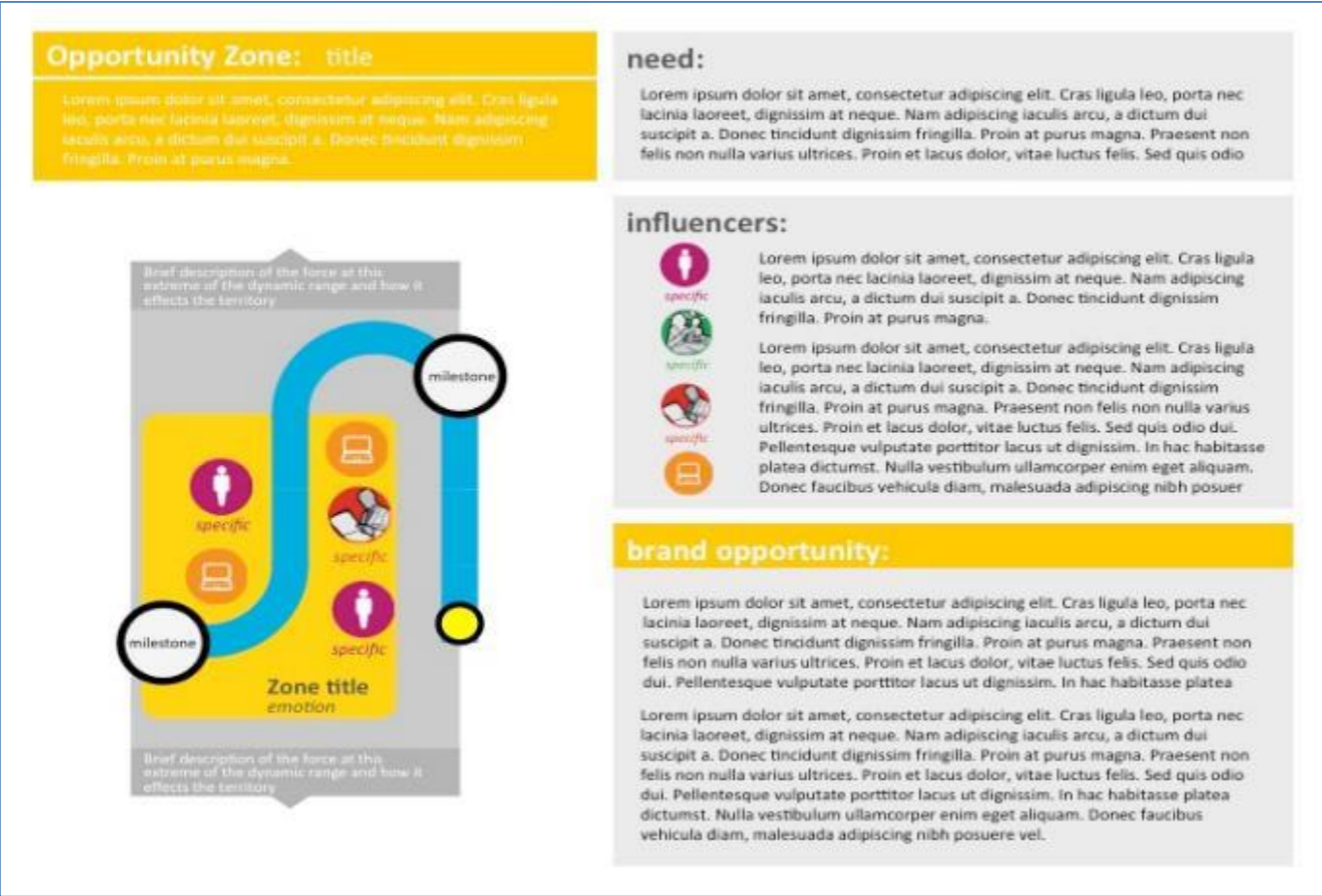
MASTER MAP FOR A COMPLETE UNDERSTANDING OF THE PROCESS IN CONSUMERS' MINDS, TO REACH THEIR FINAL DECISION

HIGHLIGHTING KEY OPPORTUNITIES ALONG THIS JOURNEY— TO IMPRESS, TO BUILD THE BRAND, TO ADDRESS CURRENT PAINS AND TO REINFORCE DELIGHTS

CLEARLY HIGHLIGHTING THE MESSAGING ROUTE, AND THE CONTENT REQUIRED ACROSS EACH STAGE... LINKED TO MOTIVATIONS

DELIVERABLE: IN-DEPTH OPPORTUNITY REPORT

The 'In-Depth Opportunity Report'







Opportunity Zone: title

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need:

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influencers:

-  specific
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-  specific
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-  specific
-  specific

brand opportunity:

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Diagram: A central diagram showing a blue path with a yellow circle at the top and a yellow circle at the bottom, both labeled 'milestone'. The path is flanked by yellow boxes containing icons and the text 'specific'. Below the path is a yellow box with the text 'Zone title emotion'. Above and below the diagram are grey boxes with text: 'Brief description of the force at this extreme of the dynamic range and how it effects the territory'.

SPECIFIC OPPORTUNITY ZONES TO TAKE ADVANTAGE OF.

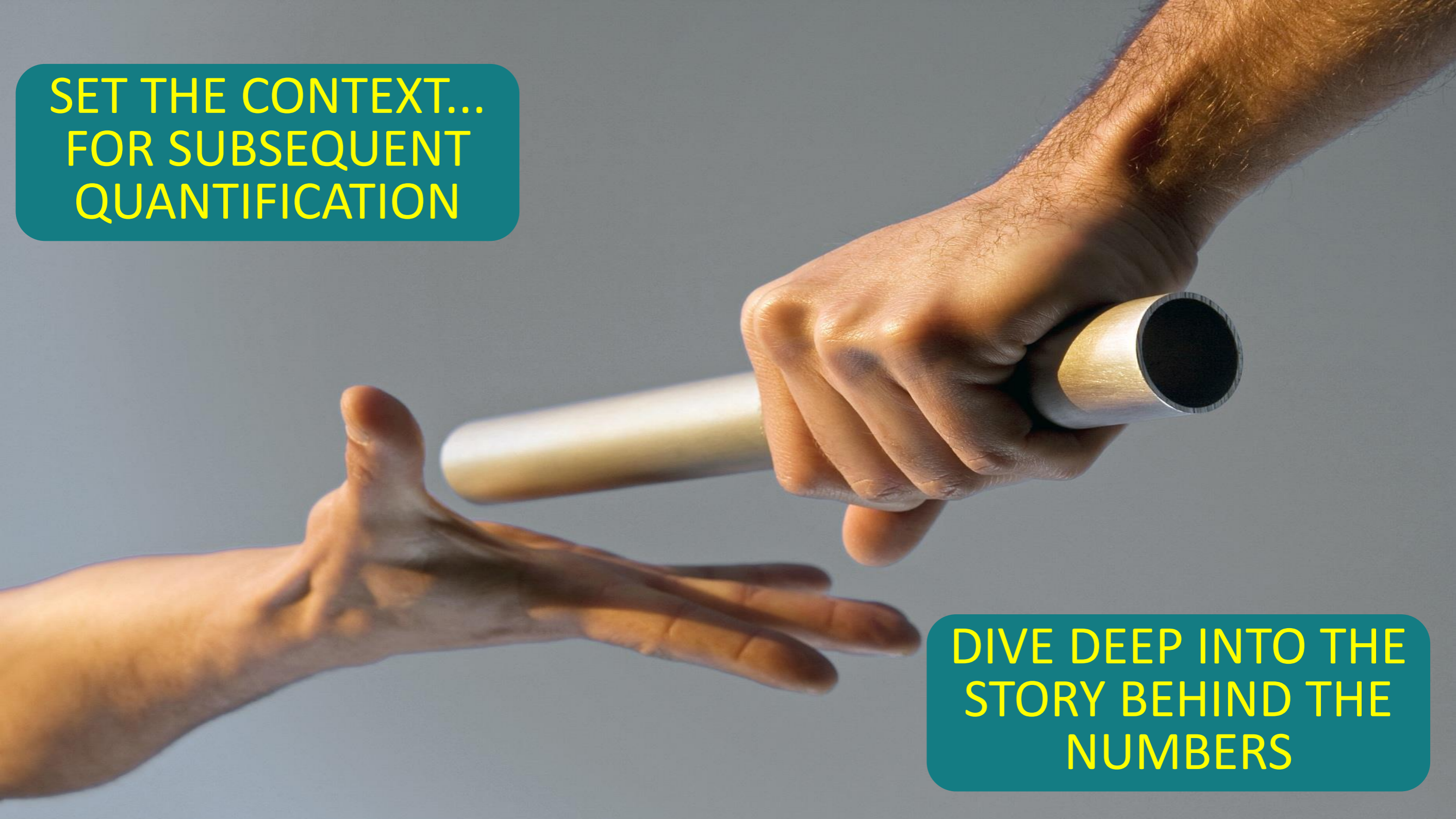
PROVIDING FURTHER DEPTH TO EACH JOURNEY STAGE, FOR A COMPLETE UNDERSTANDING OF THE INFLUENCING FACTORS THAT NEED TO BE CONSIDERED WHEN BUILDING EACH COMPONENT OF THE BRAND STRATEGY.

A man with dark hair and glasses, wearing a blue t-shirt, is looking to his right with a thoughtful expression. Behind him is a dark chalkboard. A large, hand-drawn white thought bubble is centered on the board, containing the text 'HUH?'. Several smaller white circles are drawn above the main bubble, suggesting a trail of thought. A semi-transparent dark grey box is overlaid on the bottom part of the thought bubble.

HUH?

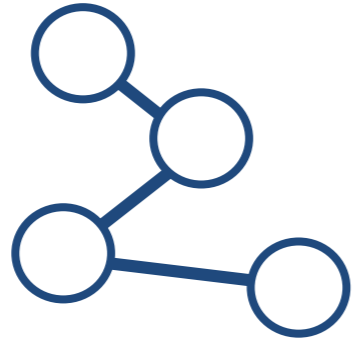
JUST QUAL ?

SET THE CONTEXT...
FOR SUBSEQUENT
QUANTIFICATION



DIVE DEEP INTO THE
STORY BEHIND THE
NUMBERS

**PATH TO
PURCHASE**



LIFE PATH SUITE

**Understand how consumers
make purchases, the critical
touchpoints along the path.**

LIFE PATH: A MODULAR APPROACH INVOLVING



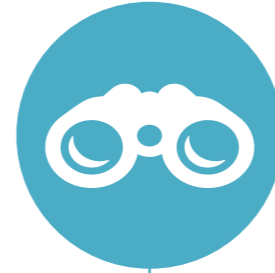
LISTENING

Preparation stage to get a first foundational understanding.
May involve Pathfinder Mapping and social listening



INTERVIEWING

STRUCTURED INTERVIEWS
to understand full scope of a consumer's online/offline P2P



FOLLOWING

PASSIVE METERING
of the digital behaviour of consumers
(mobile & desktop)



ENGAGING

Qualitative research to deeper understand the “why” behind the “what”.

Methodology



Country scope

The Netherlands



Target

**Past 3 month
buyers of cell
phones**



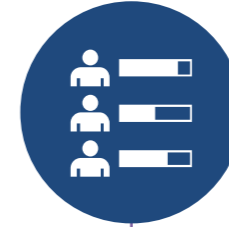
Sample size

n=1002



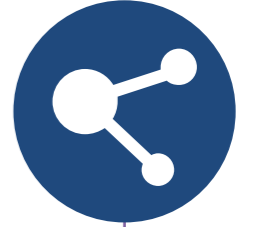
Online Survey

**Survey of
8-12 minutes**



Pop-up community

**Deep dive
analysis
of n=80
respondents
(subset of survey
respondents)**



Digital Behavior Analytics

**Analysis of digital
behaviors of
n=250
respondents 8
weeks in advance
of the final
purchase (subset of
survey respondents)**



THE RELUCTANT APPROACHER IN NUMBERS

KEY INFLUENCES



54%



46%



PRE-STORE INFLUENCES



PURCHASE TRIGGERS

My phone wasn't practical any more



Just wanted a newer cell phone model



My service plan / tariff plan expired



IMPOSED \leftrightarrow SELF INITIATED

87%



Avg. # tp: 2,5



42%

Avg. # tp: 1,5

HOW DECIDED TO BUY SPECIFIC CELL PHONE



DECISION CRITERIA

IT IS EASY TO UNDERSTAND / USE



PRICE/PROMOTION



I LIKE FEATURES/DESIGN



IN-STORE TOUCH-POINTS

26%
Talked with a salesman

34%
Looked/touched / used demo devices

9%
Saw special display with cell phones

PLANNED BEFORE ENTERING / ACCESSING THE STORE/WEBSITE?

91% NO

WHAT PURCHASED

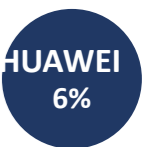
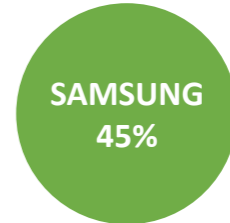


SUBSIDIZED

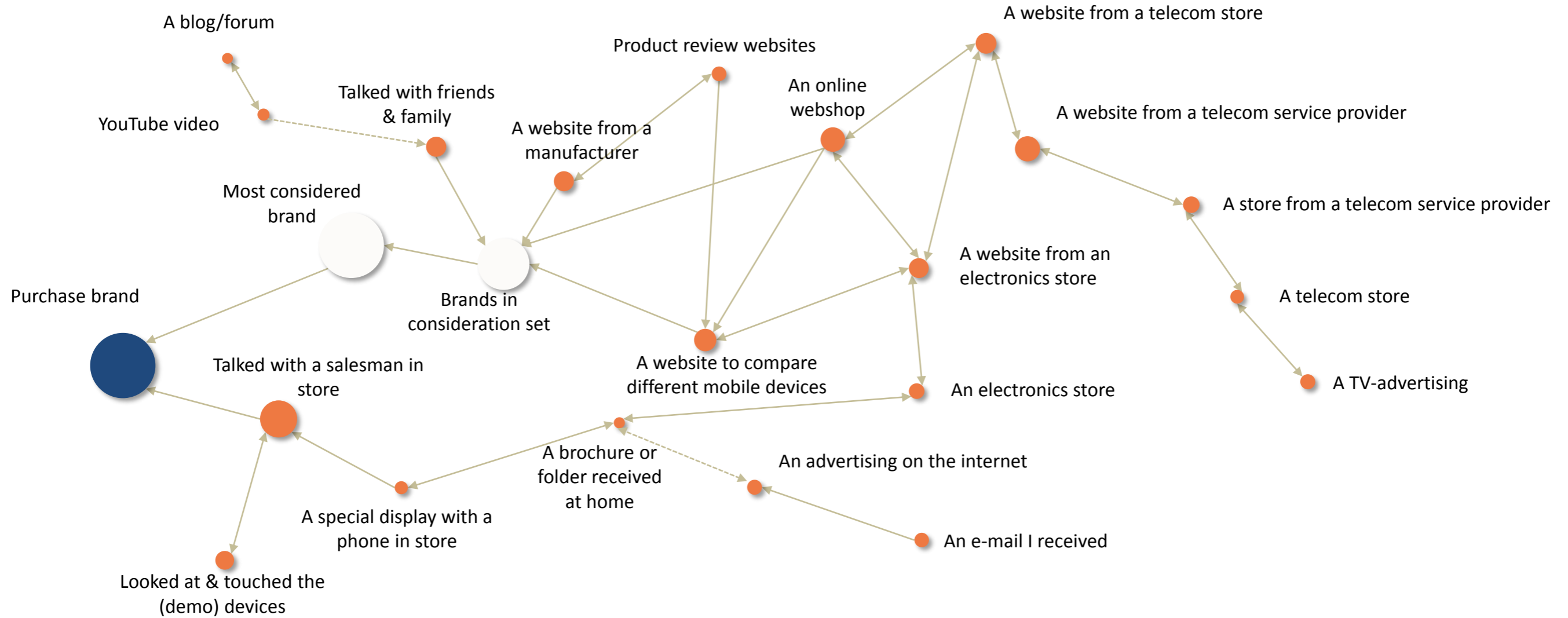


NON SUBSIDIZED

TOP 3 BRANDS



What drives the purchase of a specific brand : interaction between different drivers (Ipsos Bayesian Net Modeling)



Note : size of the bubbles is proportionate to impact of a predictor variable on sales



W *hat's more?*

**PATH TO
ADOPTION**



- **ADOPTION suite**
- The BRIDGE
- QUANT

EXAMPLES OF ADOPTION CONTEXTS

New product categories

Draft pour beer, connected watch, ...



–Trade-up

–From powder to liquid detergent, from raw to bagged salad, ...



New behaviors

Online banking, car sharing, ...



Brand adoption



QUALITATIVE METHODOLOGY

**90 minutes dyads
between one user
and one non-user**



–Include moments of free discussion between both participants, without moderator, when the non-user can find (or not) answers to his/her questions, doubts, concerns in a neutral and engaging way.

- Both participants will be of the same profile but at different stages of conversion:
 - 1 **“potential” user** : open to “cross the bridge” but never did it
 - 1 **“established” user**, with enough experience and assertiveness to understand the potential user but help him/her cross the bridge
- **60 to 90 minutes** session
- Face to face in a facility, via webcams, or in a natural place of discussion (café, etc.)
- Default sample : **8 to 12 duets**

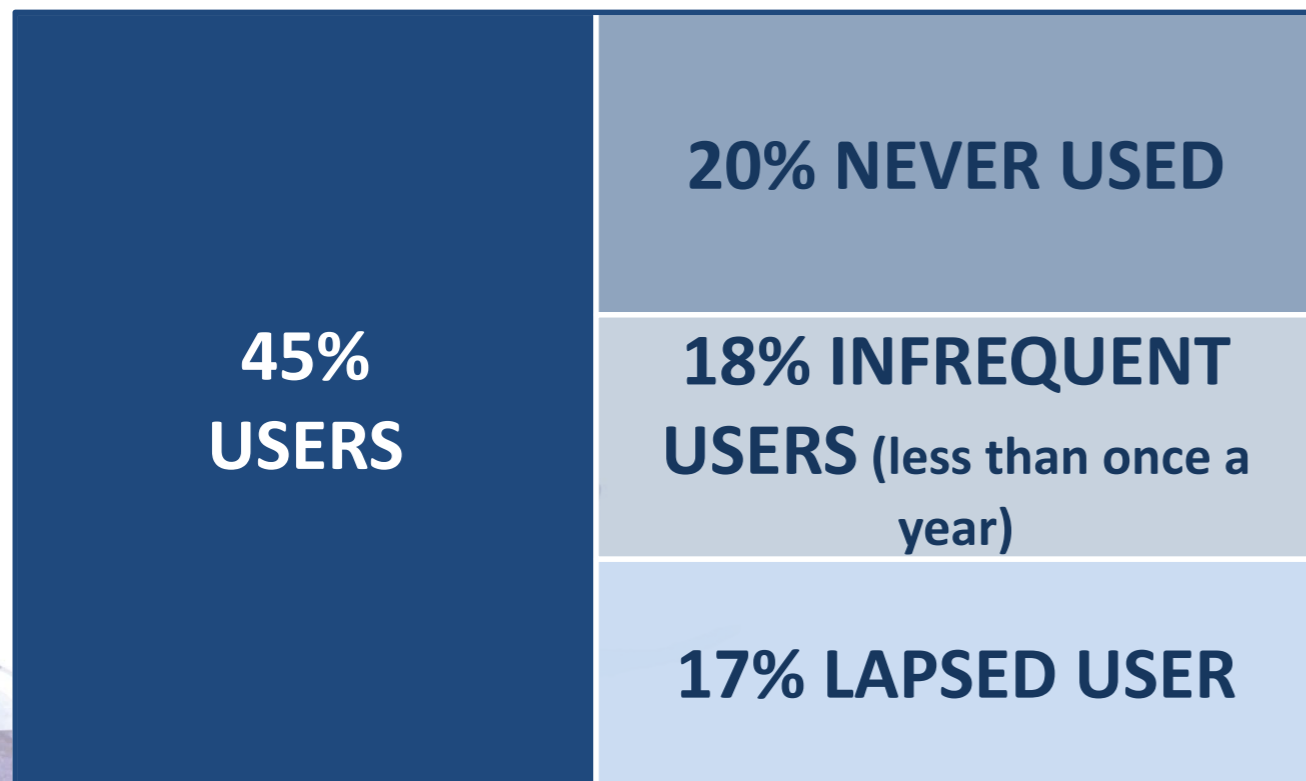


(Adoption suite)

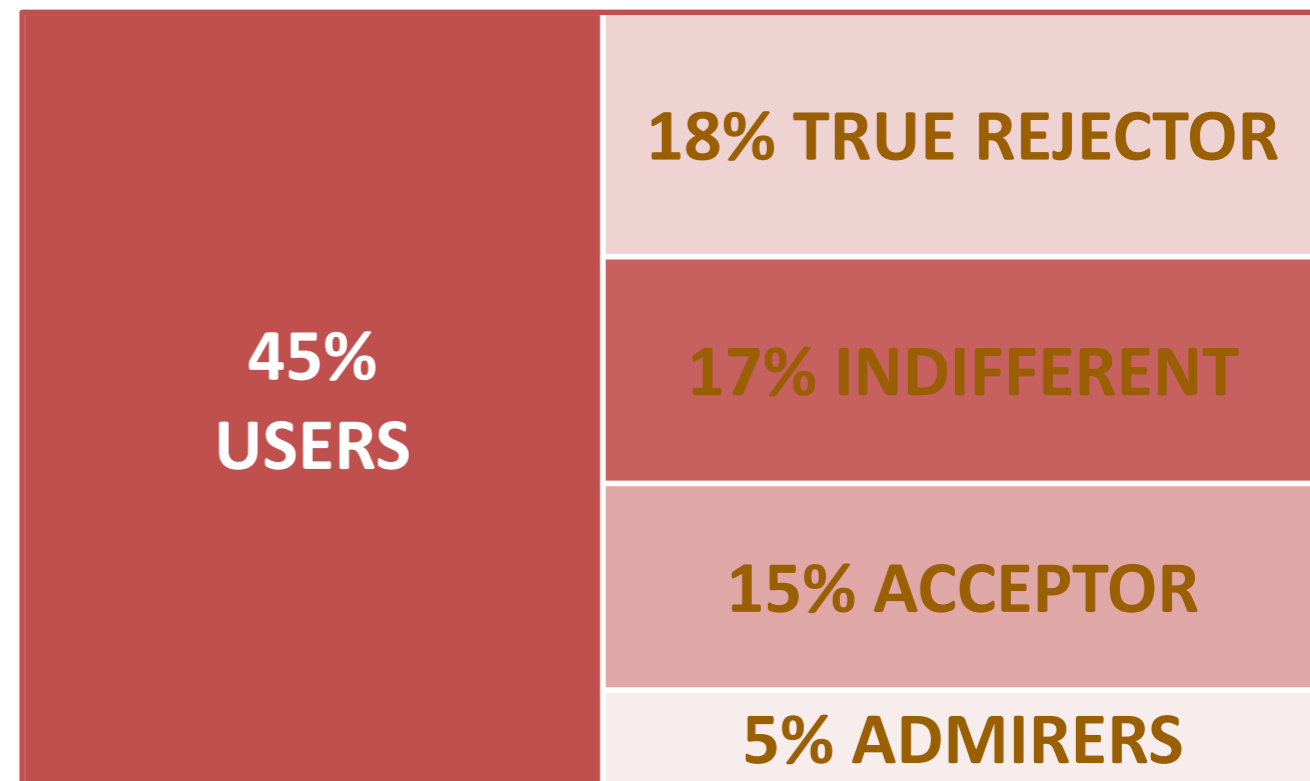
QUANTIFICATION

SIZING OF THE DIFFERENT SEGMENTS

OPTION1: behavioral segments

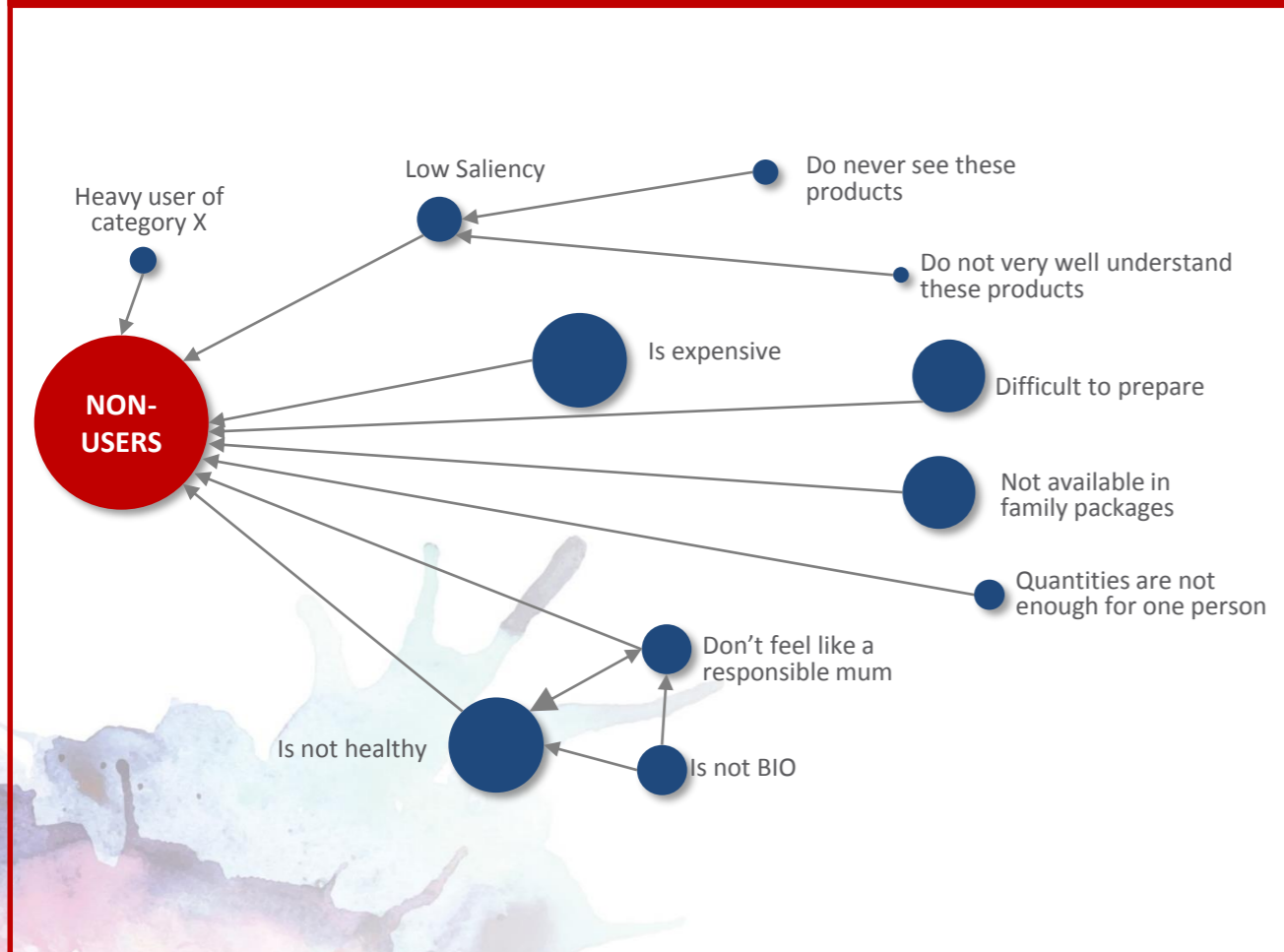


OPTION2: Attitudinal segments

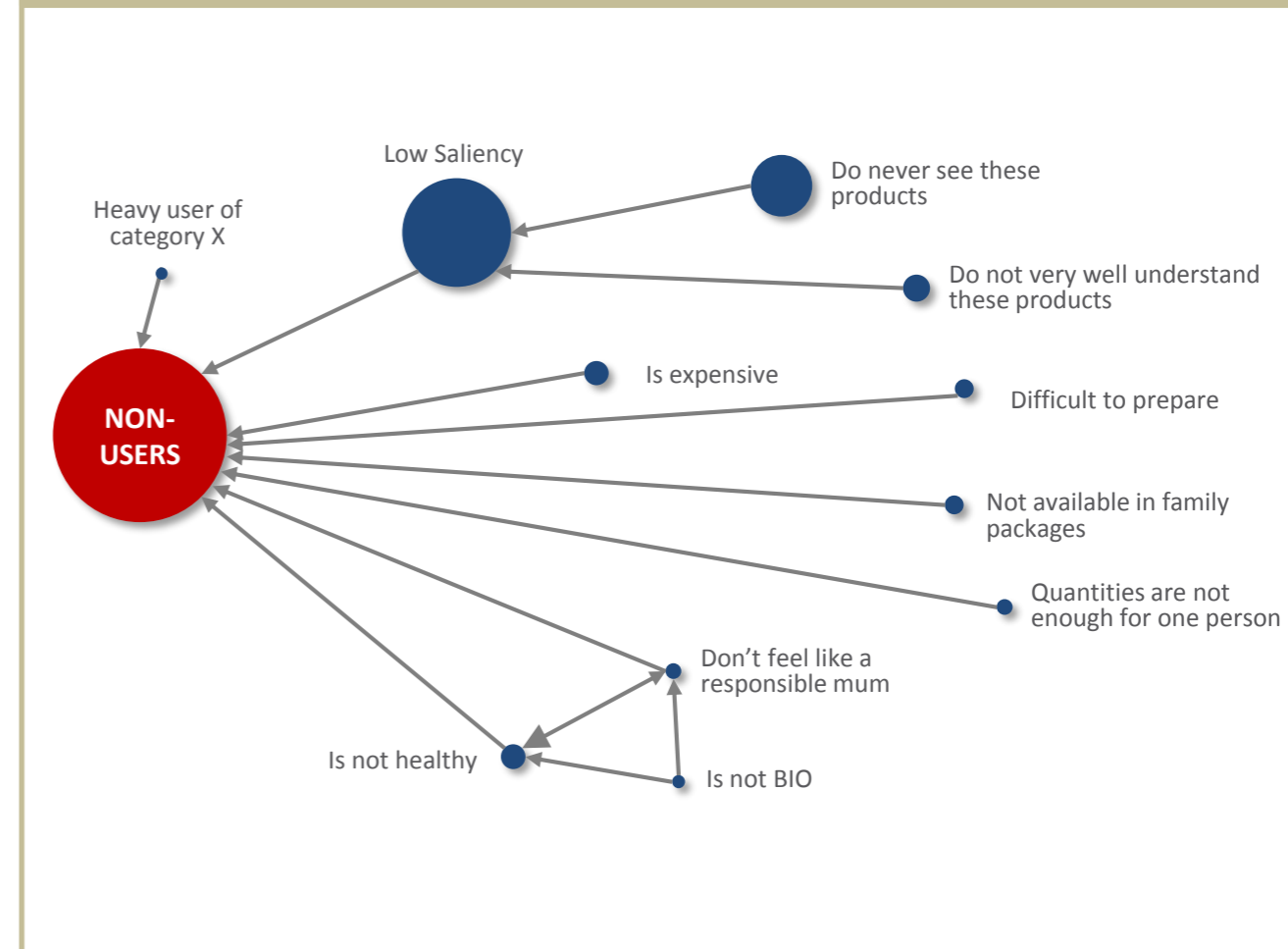


PREDICTORS ARE DIFFERENT FOR DIFFERENT NON-USERS

TRUE REJECTORS



INDIFFERENT



Size of the bubble is proportioned to the impact of predictor values of non-users

For more detail, please contact:
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nawajit.thanaboon@ipsos.com



Fresh **Forward**

The Future of Research

