IPSOS UU

Getting Up Close and Personal

Focus on Immersive Experiences
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INTRODUCTIONS

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Happy Valentine’s Day!
Today We’ll Cover

- Why Immersive Experiences
- Immersion Objectives & Examples
- Tips to Maximize Your Experience
There is Power in Observation

Compassionately see real people in real life

Insightfully expose what is often unsaid

Beautifully capture important moments

To reveal human truths
Particularly after the US election and Brexit we realized

PEOPLE DON’T ALWAYS TELL THE TRUTH

[BUT THAT’S OKAY]
Anyone can find BIG DATA, I need to understand the person behind the big data!
She says:  
*This I use a lot, ‘cause I give my kids fresh orange juice every morning*

He says:  
*Do you see that juicer over there? We very rarely use that juicer.*
Fixed Cameras
Meet real people in real life
Walk in their shoes
Touch with their hands
See through their eyes
Feel what they enjoy
... and what they hate
Observe their routines
Be inspired by what inspires them
PHILOSOPHY

NO RELEVANT INNOVATION
NO INSPIRING COMMUNICATIONS
WITHOUT EMPATHY
Immersive experiences are ideal for

Empathy building
Onboarding
Inspiration
Project guidance
Empathy building

Curly Hair

The team spent time with “Jessica” as she went through daily activities, and also met with stylists and bloggers. This enabled the team to walk in her shoes, understand what her hair meant to her, and see how she cared for it, her delights and frustrations.

It changed the conversation!
Empathy building

Traumatic Brain Injury

Our clients immersed themselves in the experience of families of TBI sufferers.

To further bring the condition to life, they wore concussion goggles while attempting simple activities.
ONBOARDING
Onboarding

New employees spend time with patients with the disease state, building their gut understanding and getting them off to a fast start.

“Turn the camera on yourself” is a popular feature to capture emotions and socialize learning.
PROJECT INSPIRATION & GUIDANCE
Clients followed young women from time at home to social activities, to understand snacking opportunities.

A workshop turned these ideas into concrete plans.
Project Guidance

Clients spent time with patients with chronic heart failure and understood a day in the life, physical limitations, and the role of caregivers.

Teams do regular check-ins with target consumers or patients to ensure they’re on the right track.
MAXIMIZING YOUR EXPERIENCE
Prepare to Learn

The DOs & DON'Ts

Overall aim for,
Less Q & A
More Listening, Noting, Observing
Immersive experiences borrow ethnographic principles

50% Observation, 50% Conversation

1. CONVERSATION STARTERS, NOT DISCUSSION GUIDE
2. BE SPONTANEOUS
3. MAKE IT NATURAL
4. BE NAÏVE – THE CONSUMER IS THE EXPERT
5. SAY VS. DO
6. OBSERVE
Focus on what they say AND do

Contradictions
What they don’t want to tell you
What they can’t tell you
Observe

• Take a step back. Where do they live? What is nearby?
• Look around the house. Don’t just look at them, but also what is around them
• Look at where and how they store their products
• Have part of the discussion elsewhere i.e. living room, kitchen
• Keep looking and build your conversation with them around what you see
Capture in the moment
Try 360 Video

Eyes in the back of your head for analysis.
Insights brought to life back home.
MAKE YOUR INSIGHTS SHOUT THROUGH THE CLUTTER
Make them feel what the consumer feels
Help them remember back at their desks
Great Immersive Experiences Need

CREATIVE DESIGN
ETHNO & B-SCI EXPERTISE
TECH TO CAPTURE
EXPERT EXECUTION
A PLAN TO ACTIVATE
AN ENGAGED TEAM
“We think we listen, but very rarely do we listen with real understanding, true empathy. Yet listening, of this very special kind, is one of the most potent forces for change that I know.”

-Carl Rogers, 1902-1987
THANK YOU