



Focus On:

Consumer Behavior Study

Optimum!nsightSM

ORGANIZATION TYPE:

Consumer Product Manufacturer (photographic and optical equipment)

TARGET AUDIENCE:

Men and women over the age of 18 who own a camera

PROJECT CATEGORY:

Consumer Behavior Study

IMODERATE OBJECTIVES:

The goal of the study was to better understand how emotions and needs around capturing memorable experiences translated into actions. To accomplish this, respondents were presented with a hypothetical month-long trip around the world. Specifically the qualitative objectives were to:

- Explore the stages of planning that went into the trip, what would transpire during the trip, as well as how the post-experience evaluation would take place
- Unearth how respondent needs parlayed into decisions that were made about the products designed to help capture the exciting experiences

OUTCOME:

The sessions revealed that there were decisive preferences and steps respondents would take before, during and after the trip. In preparation for the trip, respondents would ensure their camera was charged, equipment was up to date and that they had a schedule. Digital cameras were preferred over video recorders due to their perceived ability to more accurately capture moments and the fact that cameras took up less space/were more portable than videos. Feelings of excitement, anticipation and structured planning and control were often expressed.

During the trip, respondents would take as many pictures as they could to ensure they captured the moment. The interviews uncovered that this behavior provided them with a type of insurance policy should any pictures not turn out as desired. Respondents would also conduct mini reviews along the way to everything was functioning properly. This would minimize any anxiety and fear around mal-performance.

For most, the post-trip evaluation phase would begin either on the journey home, or when they arrived home. Respondents consistently mentioned that they would share their memories with friends via the internet. How successful they ultimately perceived their recordings and the performance of their recording equipment depended on a couple factors:

- How well they felt their recordings captured the high points of their trip
- Impressions of their recordings on the part of family and friends