



THE FUTURE OF AGILE RESEARCH: USING AI-ENABLED TOOLS FOR CONSUMER-CENTRIC INNOVATION



Cheryl Auger

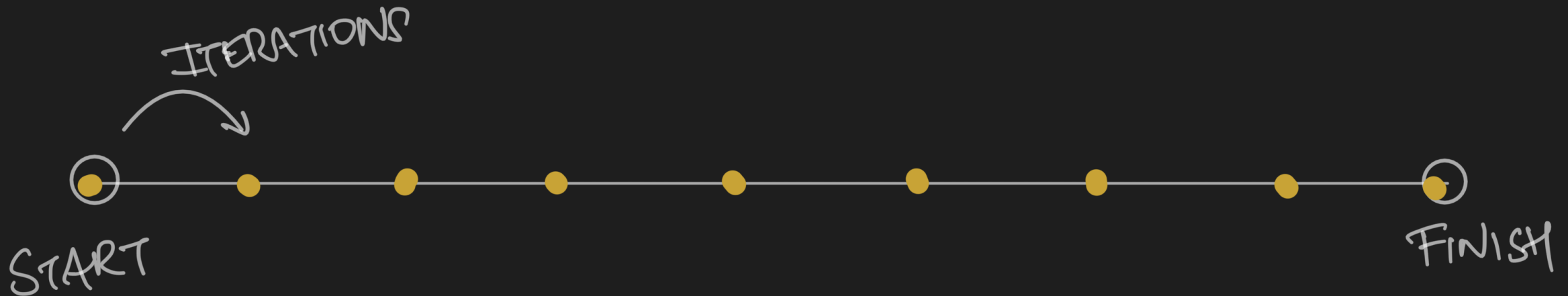
Senior Director of Research,
Predictive Anthropology

AGILE DOES NOT AND SHOULD NOT WORK LIKE A GPS



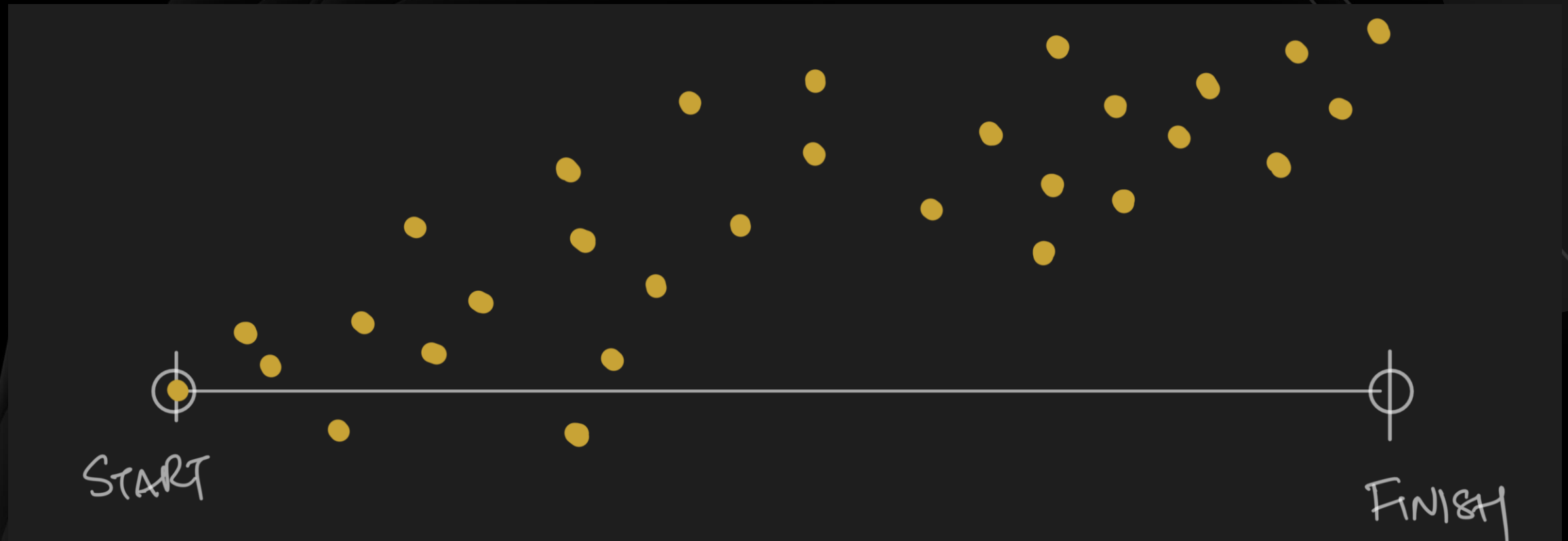
LINEAR PREDICTABILITY

Straight lines are great for robots and trains; unfortunately, our consumers missed the memo on linear predictability



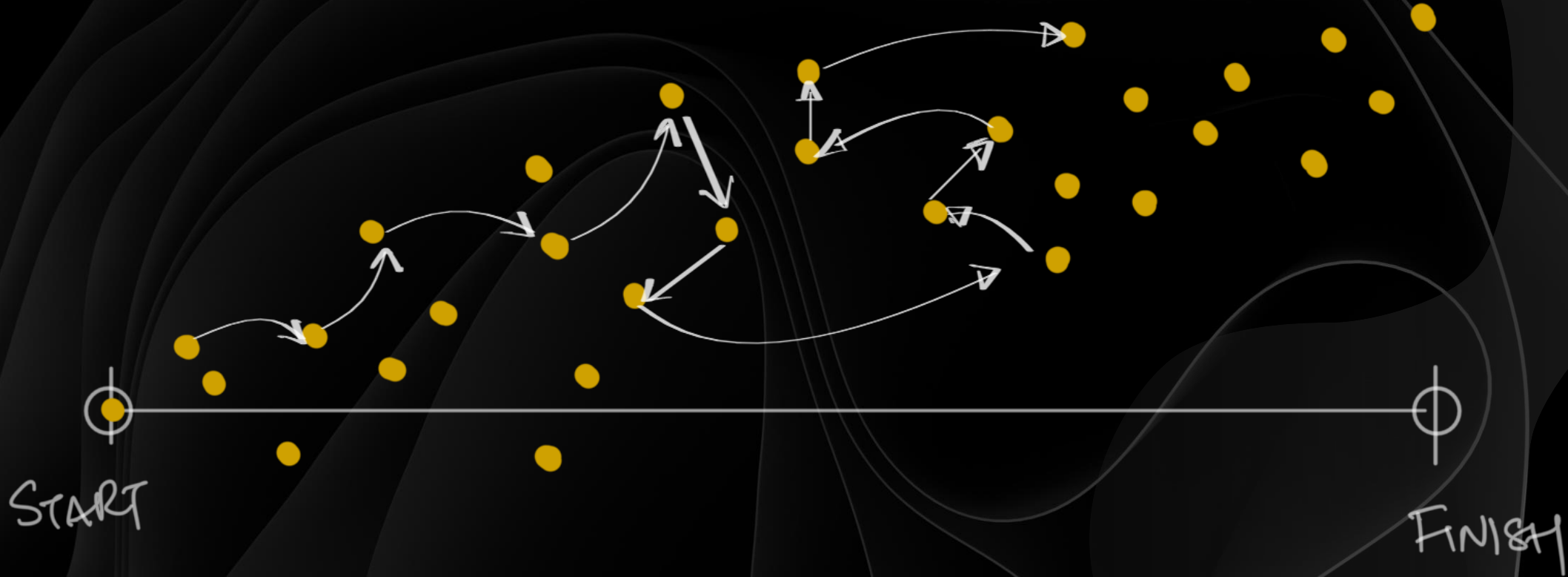
LINEAR PREDICTABILITY

True agility is not just about iteration, it's also about revelation and evolution; but there's a problem



LINEAR PREDICTABILITY

Making quick choices feels like a daunting task



OUR BRAINS TRAINED ON TRADITIONAL RESEARCH ARE LIKE BROWSERS WITH TOO MANY TABS OPEN —

Somewhere, there's a music tab playing, and we can't find it

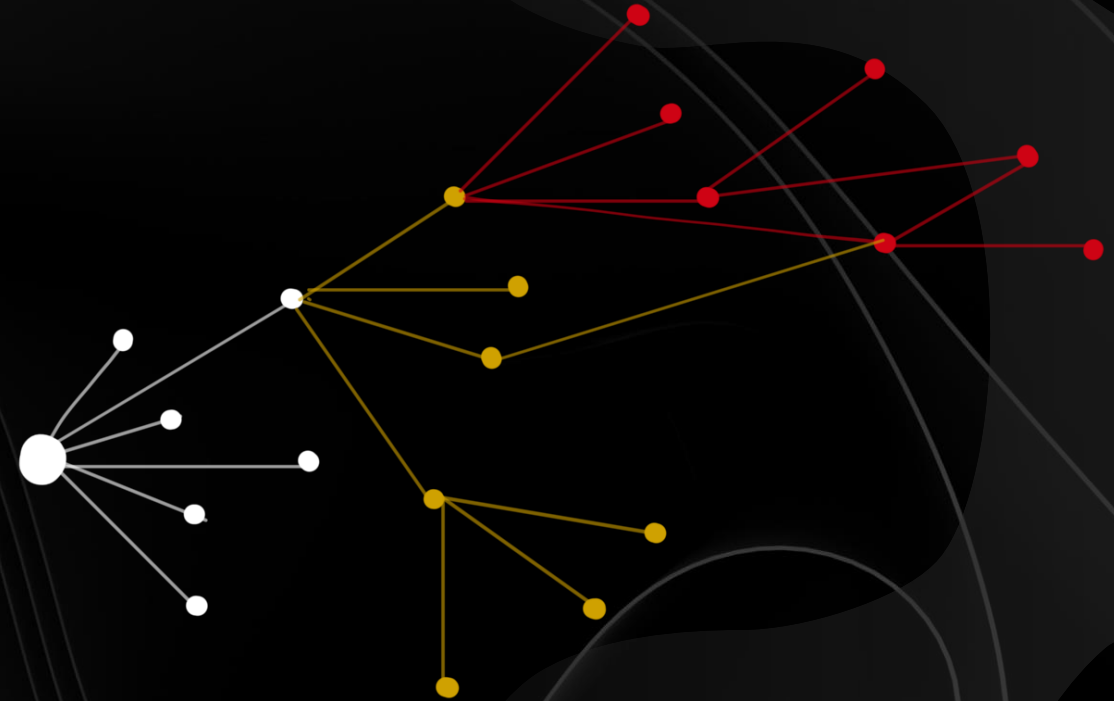
MAKING SENSE OF THE THINGS THAT MOST WILL MISS

Anthropology is the Sherlock
Holmes of research



UNDERSTANDING ANTHROPOLOGY

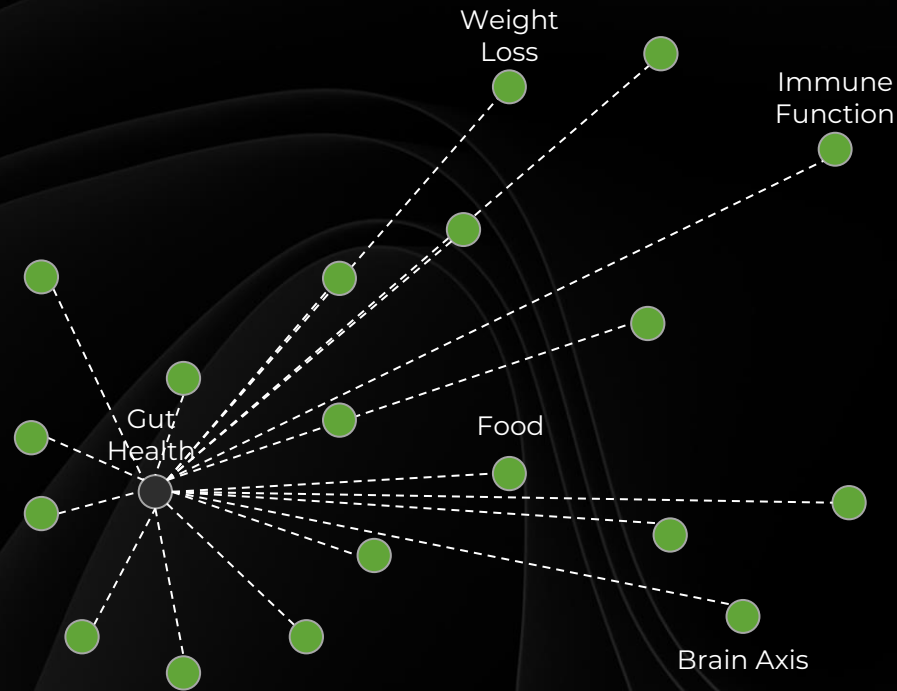
Anthropology doesn't just follow trails but anticipates where new paths might form.



Contextual Adjacencies

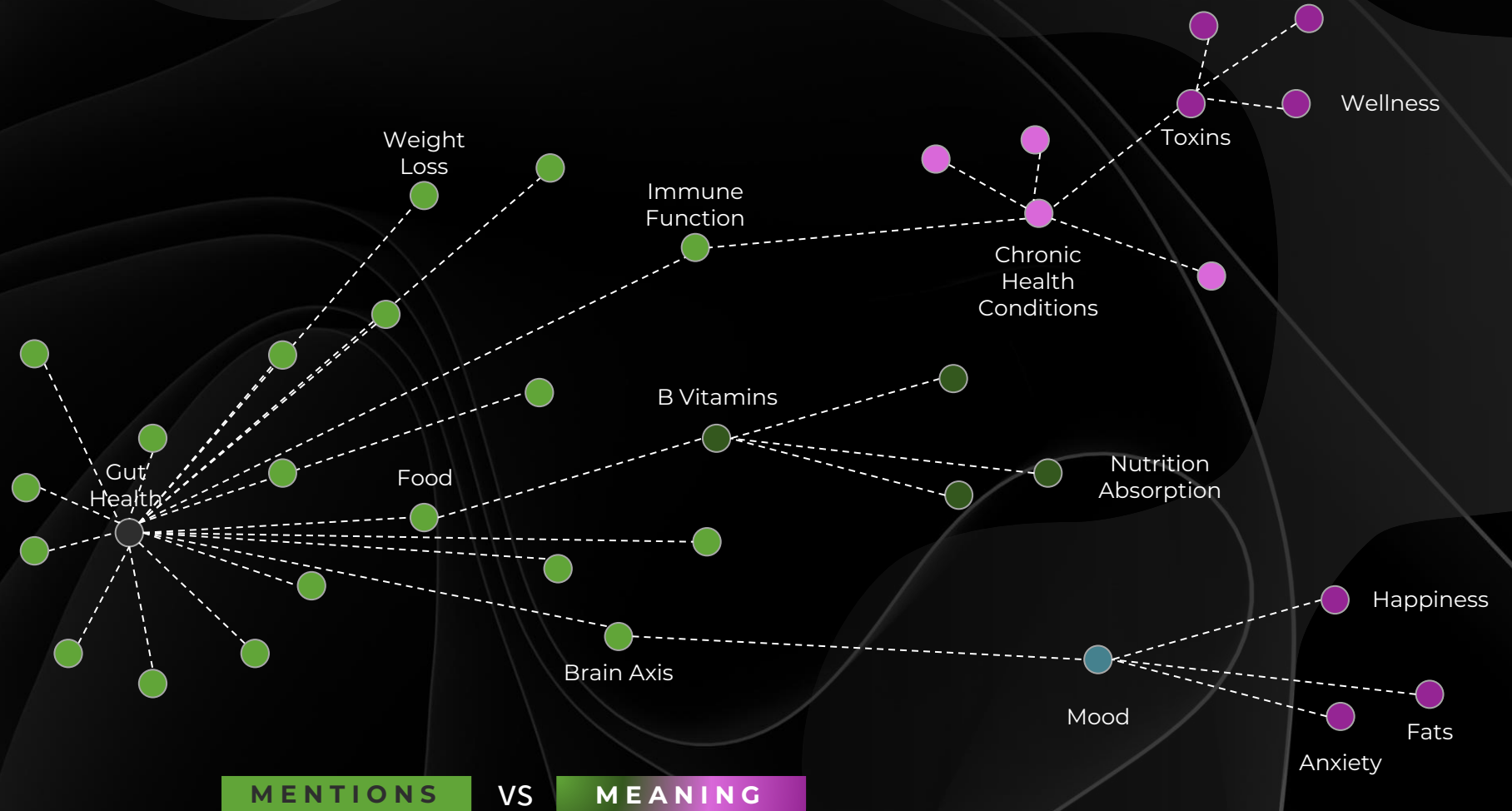
UNDERSTANDING ANTHROPOLOGY

Without contextual meaning, we're seeing only a small and inaccurate part of the narrative



UNDERSTANDING ANTHROPOLOGY

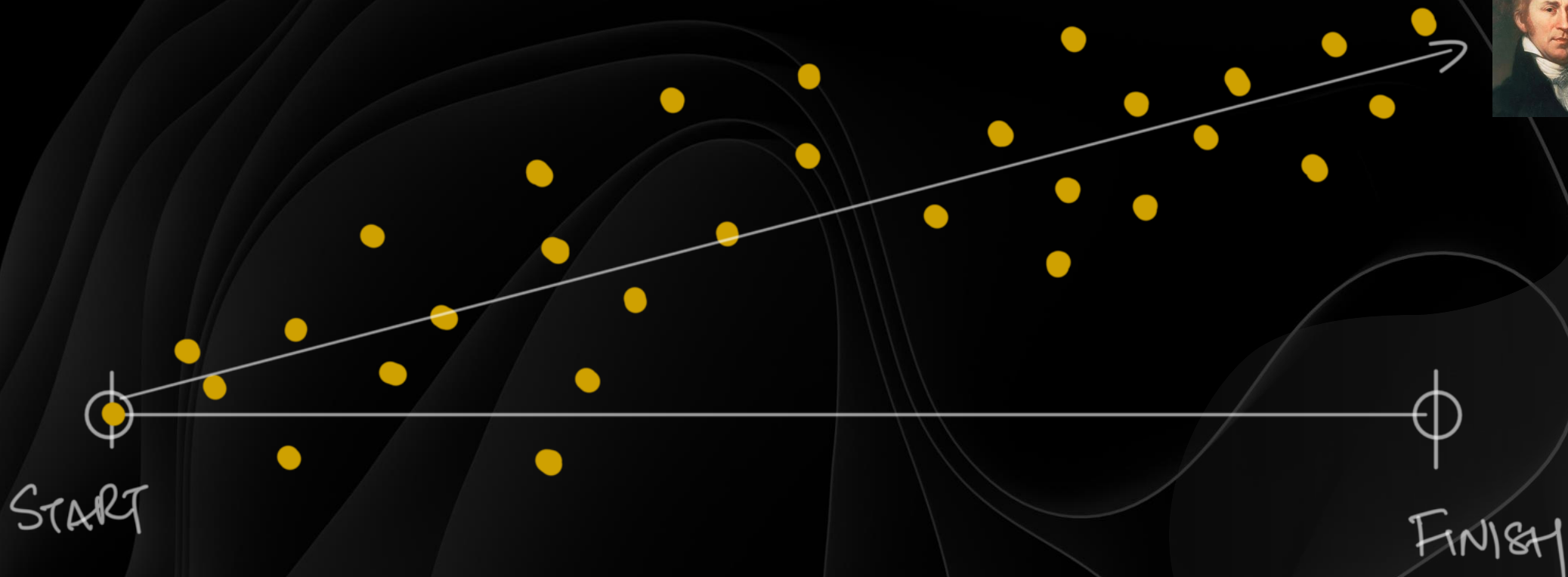
Without contextual meaning, we're seeing only a small and inaccurate part of the narrative



**ANTHROPOLOGY TAKES OUT THE
GUESSWORK AND **KEEPS YOU CENTERED
ON THE HUMAN TRUTH****

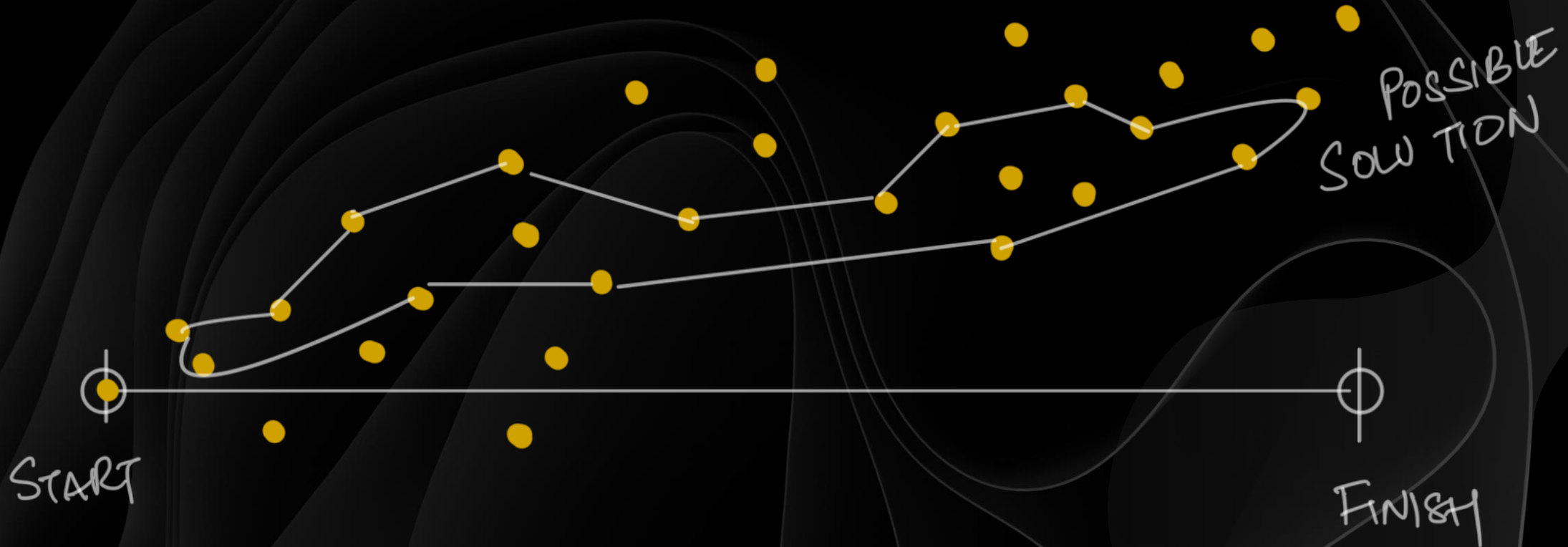
AI & ANTHROPOLOGY

Together map the cultural terrain, identifying many potential destinations — each a new opportunity



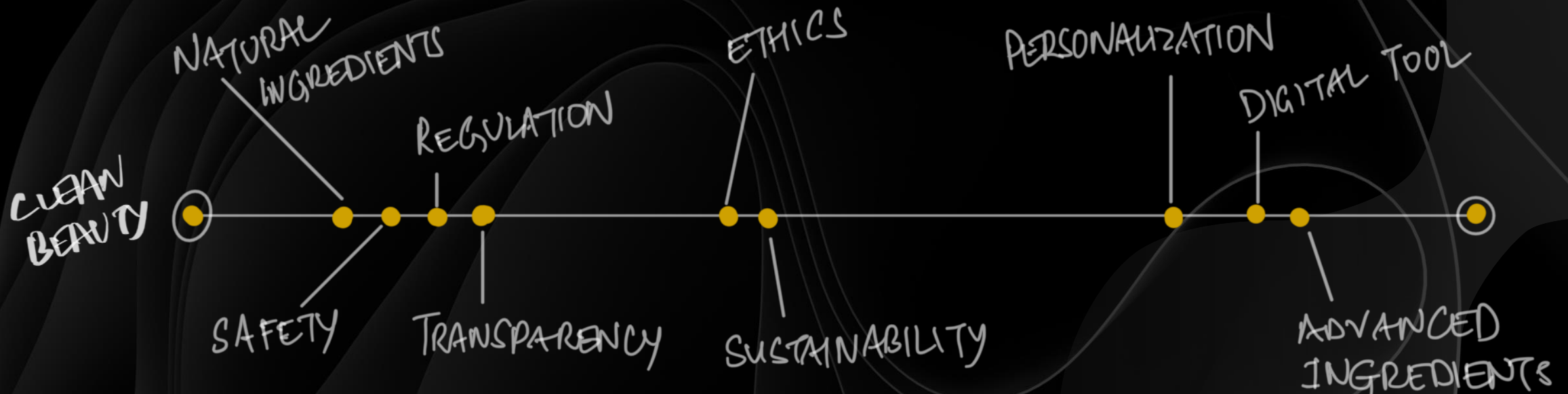
ANTHROPOLOGY

It's less like connecting the dots and more like drawing constellations in the night sky of consumer insights



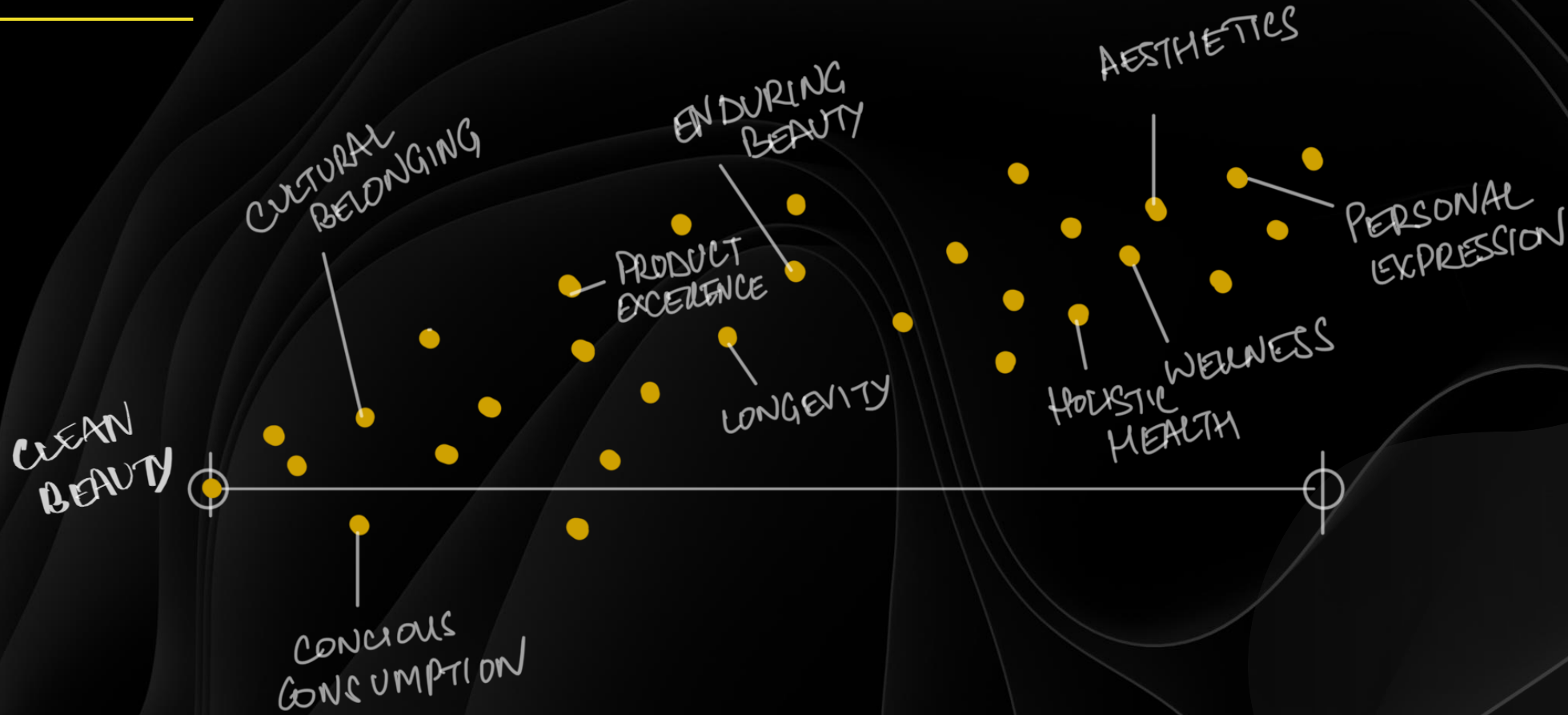
TRADITIONAL PROCESS

Here's what we end up with when we take our existing approach to agile research



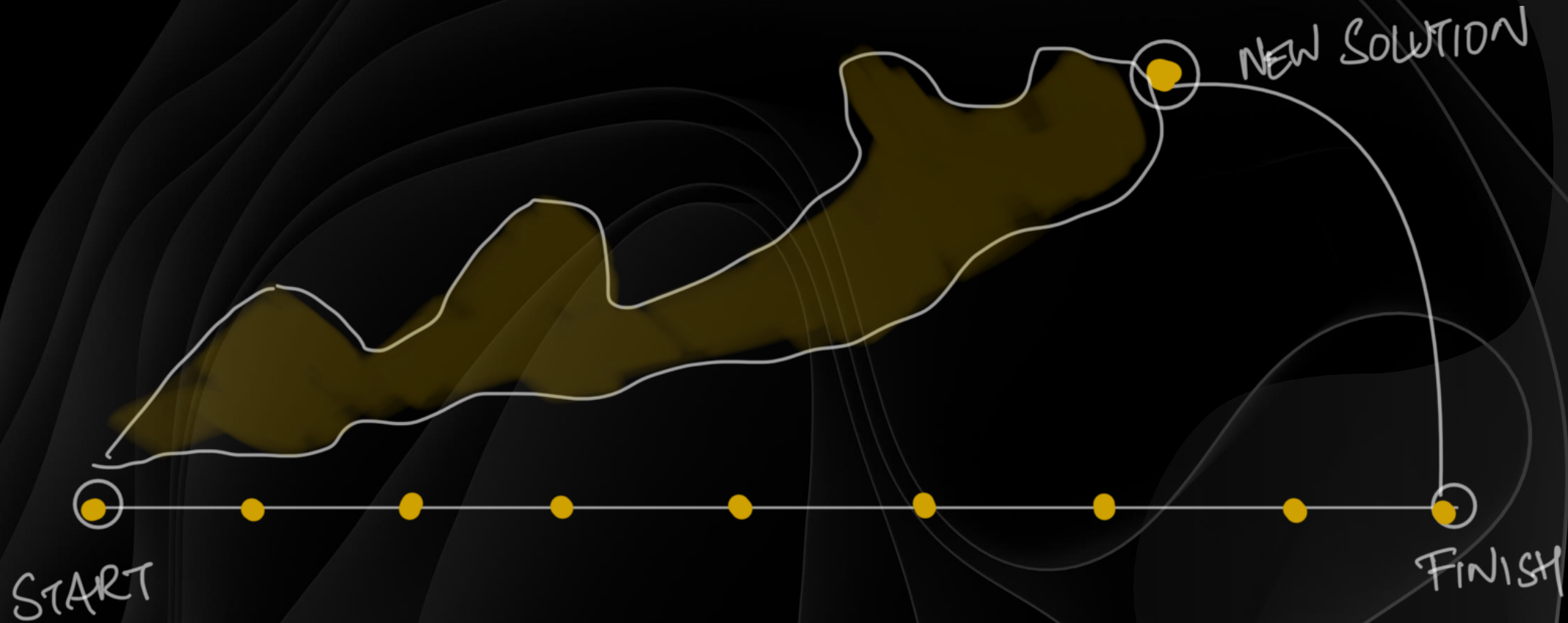
CONSUMER REVEAL PROCESS

Here's what we end up with when we let the consumer's breadcrumbs reveal themselves to us



NEW DISCOVERY PROCESS

Like Indiana Jones, we set out looking for the Ark and find the Holy Grail of consumer insight instead



MOTIVAI

Here's an example of how we leveraged MotivAI (our platform) to let clean beauty reveal itself to us

THEME:

Embracing Gentle and Safe Beauty Formulations

UNDERLYING SYMBOLISM:

The shift towards health-conscious living in beauty routines

KEY INSIGHT:

There's a growing preference for beauty products free from harsh chemicals, reflecting a broader trend towards health and wellness in personal care.



"I've started avoiding products with parabens and chemical sunscreens. It's not just about beauty, it's about my health and choosing what's best for my skin."

THEME:

Elevating Skincare with High-Quality Brands

UNDERLYING SYMBOLISM:

The quest for beauty as a reflection of social status

KEY INSIGHT:

Consumers are increasingly drawn to skincare and beauty brands that offer a blend of aesthetic appeal and effectiveness, symbolizing a higher social standing.



"I'm always on the lookout for skincare that not only works but looks luxurious on my vanity. It's like a status symbol, showing I care about quality."

THEME:

Longevity and Natural Beauty Enhancement

UNDERLYING SYMBOLISM:

The pursuit of timeless beauty through natural means

KEY INSIGHT:

Consumers are focusing on products that offer long-term benefits and enhance natural beauty, indicating a shift towards sustainable self-care practices.



"I'm all for products that help me look my best naturally and sustainably. It's not just about the immediate effect but how it helps me age gracefully."

THEME:

Clean Beauty for Sensitive Skin

UNDERLYING SYMBOLISM:

The personal journey towards self-care and acceptance

KEY INSIGHT:

Consumers with sensitive skin are gravitating towards clean beauty products, viewing them as a safer option that aligns with their self-care values.



"Finding beauty products that don't irritate my skin has been a game-changer. It's like these brands understand my need for gentle, effective care."

THEME:

Wellness Through Aesthetic and Clean Ingredients

UNDERLYING SYMBOLISM:

The intertwining of beauty and wellness in consumer identity

KEY INSIGHT:

The demand for aesthetically pleasing, clean beauty products is rising, as consumers seek to align their beauty routines with their wellness goals.



"I love when my skincare not only works but also fits into my wellness lifestyle. It's about feeling good inside and out, and these products do that for me."

THEME:

Finding Community in Clean Beauty Choices

UNDERLYING SYMBOLISM:

The search for belonging through shared beauty values

KEY INSIGHT:

The clean beauty movement is fostering a sense of community among consumers, who bond over shared values of sustainability and natural ingredients.

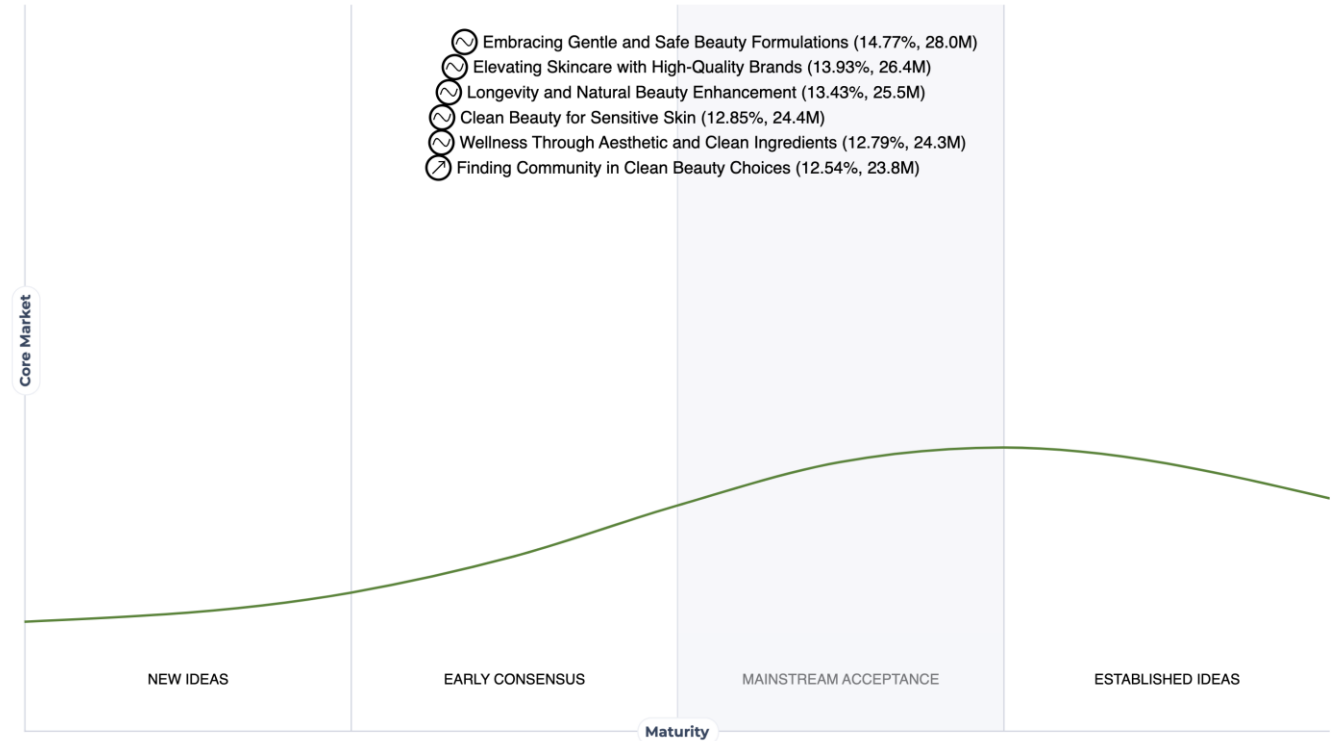


"Joining the clean beauty community has been so rewarding. It's about sharing tips and finding products that align with our values of sustainability and health."

MOTIVAI

Knowing what is naturally more relevant to the consumer

Current & Future State: Where the demand spaces net out



MOTIVAI

Leveraging AI to tie the insights together and quickly guide further exploration

Research Assistant

Based on the microcultures identified in the clean beauty landscape, the following five questions can help deepen your understanding and capture consumer beliefs and motivations:

- 1. How do consumers define 'clean beauty' and what are their expectations regarding ingredients and product safety?**
 - This question aims to uncover the various interpretations of 'clean beauty' and the specific attributes consumers seek, which could inform product formulation and marketing messaging.
- 2. What role does community play in driving the adoption and advocacy of clean beauty products?**
 - Understanding the influence of social dynamics can shed light on how to build and engage with communities to foster brand loyalty and word-of-mouth marketing.
- 3. How is the desire for luxury and status influencing consumer choices within the clean beauty market?**
 - Consumers may associate luxury with quality and efficacy. This question seeks to explore how clean beauty brands can appeal to these desires without compromising on their clean and safe brand promises.
- 4. What is the perception of long-term health and wellness benefits versus immediate aesthetic results in clean beauty?**
 - The question digs into consumer priorities when it comes to the desired outcomes of using clean beauty products and can guide product development towards long-term health benefits or instant gratification, or a balance of both.
- 5. How do consumers integrate clean beauty products into their broader wellness routines and lifestyles?**
 - This question seeks to understand how clean beauty products not only align with but also enhance consumers' overall approach to health and wellness, potentially identifying opportunities for cross-promotion or bundling with other wellness offerings.

Your message here

Themes, Underlying Symbolism & Key Insights

THEME: Embracing Gentle and Safe Beauty Formulations	THEME: Elevating Skincare with High-Quality Brands	THEME: Longevity and Natural Beauty Enhancement
UNDERLYING SYMBOLISM:	UNDERLYING SYMBOLISM:	UNDERLYING SYMBOLISM:

MOTIVAI

Leveraging AI to tie the insights together and generate ideas — product or brand concepts, solutions, campaigns, etc.

Research Assistant

Both concepts are intended to resonate with the emerging consumer beliefs and needs that see personal care as a harmonious blend of beauty and health, rooted in both cultural wisdom and modern science. These concepts prioritize transparency, health consciousness, and cultural authenticity, framing clean beauty as an indispensable aspect of a consumer's lifestyle that upholds both external radiance and internal vitality.



Now that I have provided a couple of product concept frameworks, I encourage you to think about how these may align with your business goals or any additional context you might want to consider as we refine these ideas further.

Tue Apr 09 2024 11:30:53 GMT-0400 (Eastern Daylight Time)

Come up with 5 product concepts where each concept is a result of tying 2 to 3 microcultures together. Over the course of the 5 concepts, ensure you take each of the six microcultures into account.



Tue Apr 09 2024 12:22:51 GMT-0400 (Eastern Daylight Time)

Certainly, here are five product concepts that interweave the characteristics of two to three microcultures, ensuring all six microcultures from the research are taken into account across the concepts:

1. Natural Harmony Skincare Set:

- Combining Microcultures: Purity in Ingredients for Skin Radiance and Health Standards Redefining Beauty.
- Concept: A skincare line featuring a cleanser, toner, and moisturizer that uses only pure, lab-tested ingredients

Your message here



Research Assistant

2. Ethical Beauty Rituals Box:

- Combining Microcultures: Brands as Beacons of Enduring Beauty and Cultural Nuances in Sunscreen Choices.
- Concept: A subscription beauty box curated by trusted brands that includes timeless skincare essentials along with sun protection products tailored to various cultural beauty philosophies.
- Unique Selling Propositions: Each box offers brand-selected essentials that celebrate durable beauty approaches from around the world, incorporating influences from Korean skincare to European sun care standards.

3. Aesthetic Wellness Combo Kit:

- Combining Microcultures: Wellness Through Aesthetic Care and Brands as Beacons of Enduring Beauty.
- Concept: A combo package that pairs gentle yet effective skincare products with a guidebook or digital app from top beauty brands on how to incorporate wellness into beauty routines.
- Unique Selling Propositions: This kit focuses not only on the aesthetic applications but also on the emotional and physical wellness that comes from a holistic self-care regimen, fostering both looking and feeling good.

4. Immortality Blend Supplements:

- Combining Microcultures: Longevity Through Natural Supplements and Health Standards Redefining Beauty.
- Concept: A line of natural and organic beauty supplements that promote longevity and skin vitality, blending traditional herbal wisdom with modern scientific validation.
- Unique Selling Propositions: Each supplement targets specific health and longevity goals, backed by credible research

Your message here



MOTIVAI

Leveraging AI to tie the insights together and generate ideas — product or brand concepts, solutions, campaigns, etc.

Mindful Makeup Kits:

Combining conscious consumption and personal expression, makeup kits with products designed for minimal environmental impact and the ability to create diverse looks.

Aesthetic Fitness Cosmetics:

Integrating aesthetics with holistic health, cosmetics that enhance the appearance while containing ingredients that promote skin fitness and health.

Cultural Elixir Serums:

Combining cultural belonging and longevity, serums that incorporate traditional ingredients known for anti-aging properties from various cultures.

Long-Lasting Natural Lip Tints:

Merging enduring beauty with personal expression, lip tints that offer long-lasting color and are made from clean ingredients.

Longevity-Focused Anti-Aging Cream:

An anti-aging cream with clean, sustainable ingredients that not only promises to reduce signs of aging but also improves skin health over time, ensuring enduring beauty.

KEY TAKEAWAYS

1

Agile innovation is not just about iteration; it's also about revelation and evolution

- We cannot rely on linear predictability to arrive at true human insight
- Agile research is a bit like the game Twister
- This can lead to cognitive overload

2

Anthropology can help overcome cognitive overload by keeping you focused on the human truth

- Anthropology helps us make sense of things we might otherwise miss
- It anticipates where new opportunities may form

3

AI and anthropology jointly map the cultural terrain and help identify new opportunities

- AI Anthropology helps us discover what's meaningful to consumers and why
- It ties insights together to guide further exploration and generate ideas



THANK YOU

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