

A woman in a white blouse and red skirt is holding a large, ornate gold mirror frame in a field. The mirror frame is empty, and the woman's face is not visible. The background is a blurred landscape with green fields and trees under a cloudy sky.

Contextual Reframing: Why You Need to Rethink Your Research Assumptions

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TURN YOUR **BODY** INTO
THE **SEXIEST** OUTFIT
YOU'LL **EVER** OWN

INSPIRE US

For your age, race, or

we all sweat the same.

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Noting member diversity!

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 @faderfocus

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- **Independent Qualitative Researcher & Moderator**
 - Wide range of category and demographic experience
 - Focus on US – also conducted/foot on the ground in 30+ countries on 5 continents
- **Approach qualitative research differently**
 - Develop new ways of thinking about, designing and executing research
 - Explore reframing how we think about strategic challenges and opportunities





**Strategize and Contextualize
prior to starting**



You got to do it!



Analyze how you did

**What does running a race and research
have in common?**

3 Stages of Research



Executional



Analytical

Currently the primary focus is on technological innovation in these two stages



3 Stages of Research



Too many times - Jumping the gun at the starting line

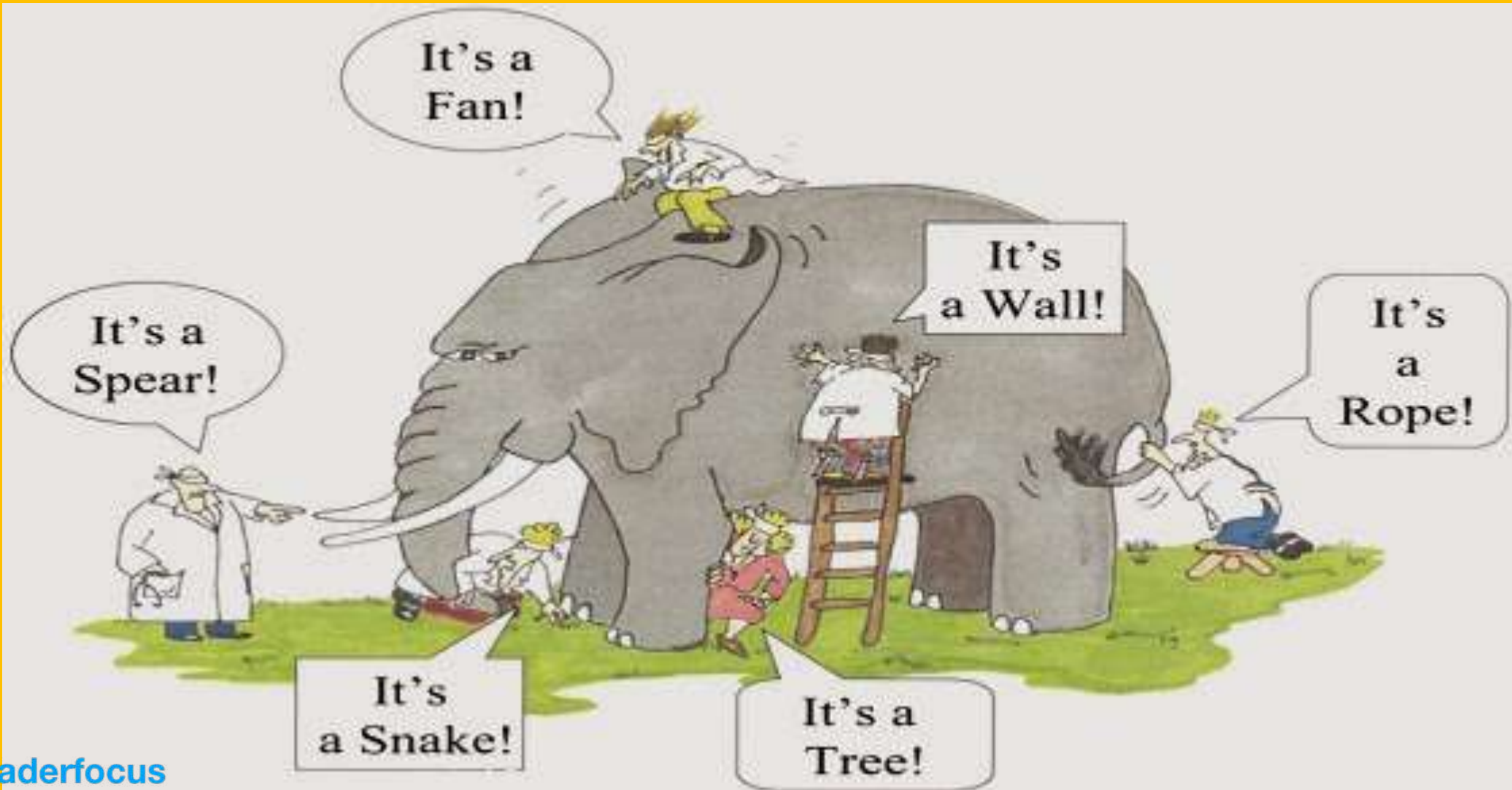
Conceptual



We need to focus more on Conceptual stage:

- You have to make baseline assumptions to get started
- But what if you are beginning from the wrong starting point

Wrong Context = Wrong Path



• Xx

**If You Don't Start with the Right Baseline
Assumptions/Contextual Framework
You May Be Pulled in The Wrong Direction**

Contextual Reframing Developed Approaches



CounterIntuitive Thinking

Cognitive Demographics

A black SUV is stuck in deep, brown mud. The front wheel is visible, and a metal plate is lying on the ground next to it. The scene is outdoors, and the mud is very thick and sticky.

When You Are Stuck – Reach for CounterIntuitive Thinking

Focus on thinking differently...
developing a different approach



CounterIntuitive Thinking:

- CounterIntuitive Moderating
- CounterIntuitive Recruiting

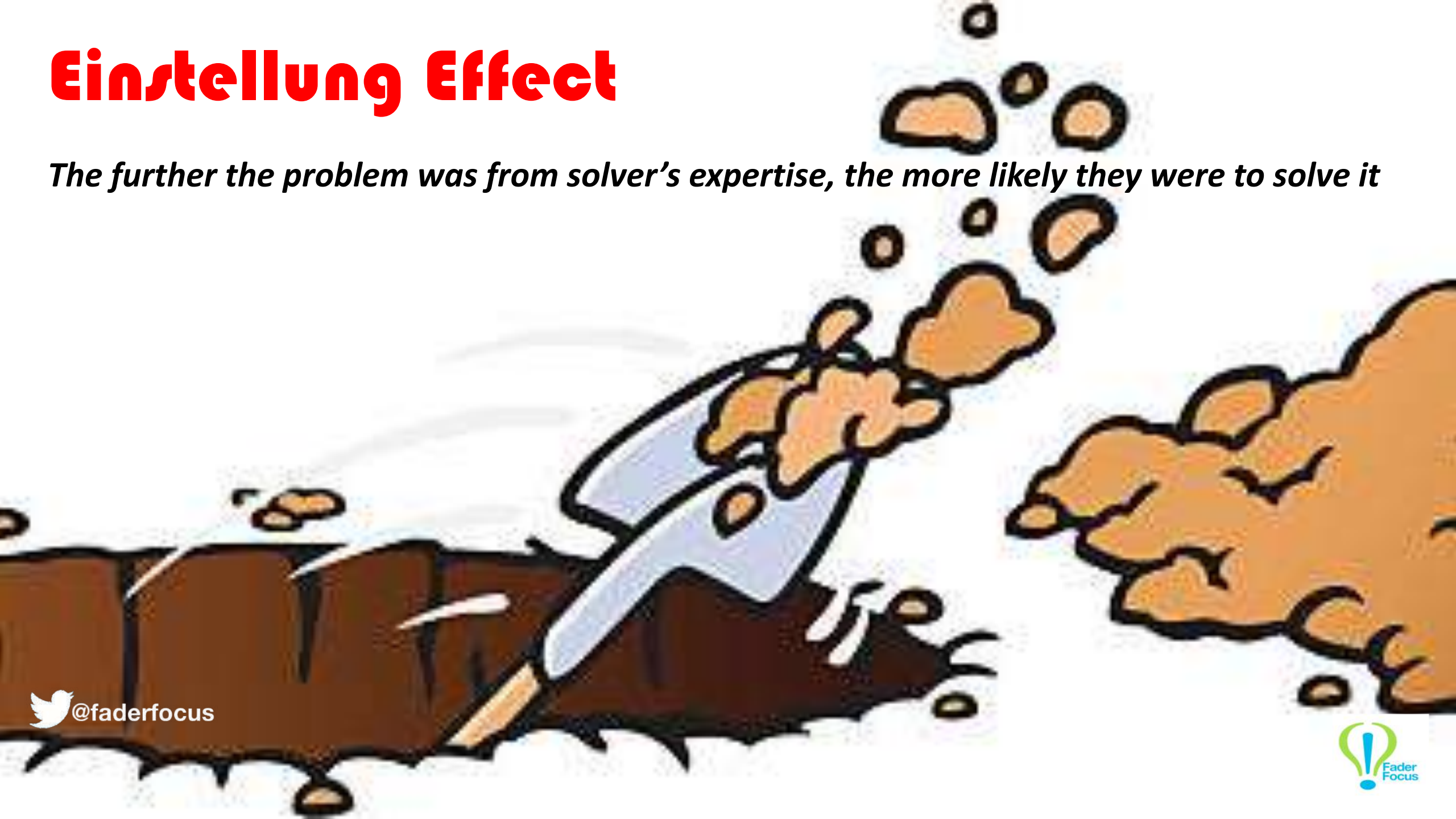
CounterIntuitive Moderating Use the Outsider Approach



• Experience Does Matter...
but maybe an Outsider will uncover more

Einstellung Effect

The further the problem was from solver's expertise, the more likely they were to solve it



CounterIntuitive - Complete Outsider

Fast Food Hamburger Company study:

- **What about a vegan?**
- **What about splitting project between a meat eater and a vegan?**

CounterIntuitive - Kind of An Outsider

Study with Evangelical Christians:

- **What about someone who is not an Evangelical Christian, but grew up in a religious environment?**

CounterIntuitive Recruiting

Go Down A Different Path

CounterIntuitive Recruiting Unconventional Purchase Demographics



- People who may no longer need your product or service
...people who bought an engagement ring, but broke their engagements

CounterIntuitive Recruiting Pissed

Your most unhappy customers are your greatest source of learning

• Bill Gates

....But you need a VERY EXPERIENCED moderator to do this

CounterIntuitive Recruiting Competitor Loyalist



- **Focus on your competition and not on yourself:**
 - There are a multitude of stories – make sure all of yours don't start in the same place – when doing research with Competitor Loyalists make sure you resist the urge to get them to talk about you – see if it comes up organically or not

CounterIntuitive Thinking

We Already know that Doesn't Matter

- Backstories provide context by allowing the people we want to hear from to frame the narrative and decide the context
- Start with the 'world' your product/service lives in... not with you

Changing Gears: Cognitive Demographics



Cognitive Demographics
Helps You Understand
How People View the World & Make Decisions



Human Nature to Group & Sort



HOW TO SORT Laundry



← →

- WHITES & TANS — perm press, hot
- REDS, PINKS & PURPLES — normal, cold
- BLUES & GREENS — normal, cold
- TOWELS & RAGS — normal, hot
- JEANS, GRAYS & BLACKS — normal, cold
- BED SHEETS & PILLOWCASES — normal, warm

Load the washing machine, add detergent, turn dial to correct setting and press start!

GREAT JOB!



**Companies Generally Create
Segments/Groupings to
Match Their Business Silos... ..But These Parameters May
Not Match How a Person Self-
Perceives and Makes Decisions**

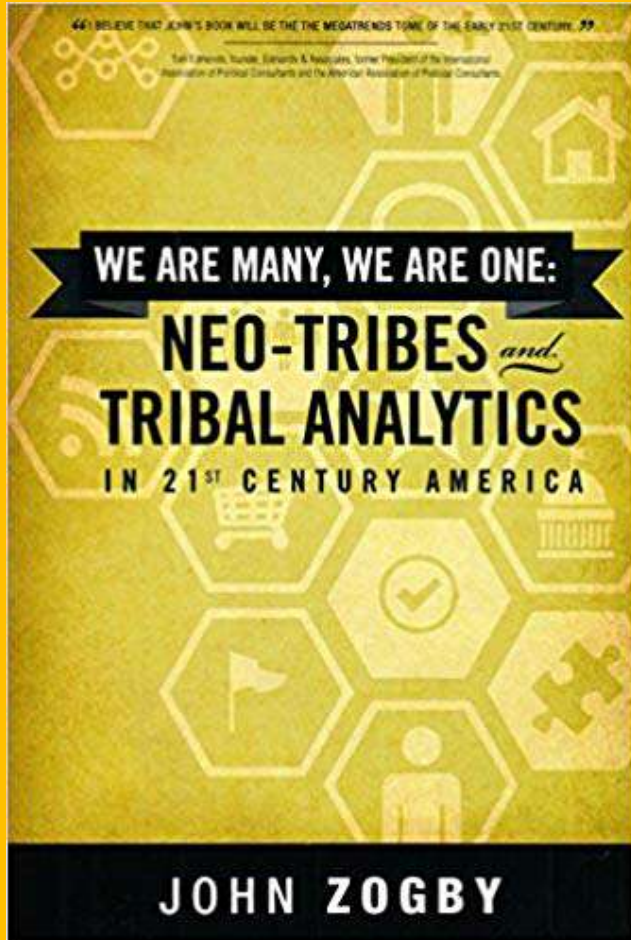


Cognitive Demographics

Reframes how we view people

- Impacts how we should approach recruiting process
- Guide to help us listen better to what people are saying in research
- Lead to better development and positioning of products and services

Tribal Analytics



The Uniqueness of Tribal Analytics is that it segments the population based on self-identified tribal affinities - shared values, life philosophies, and outlooks.

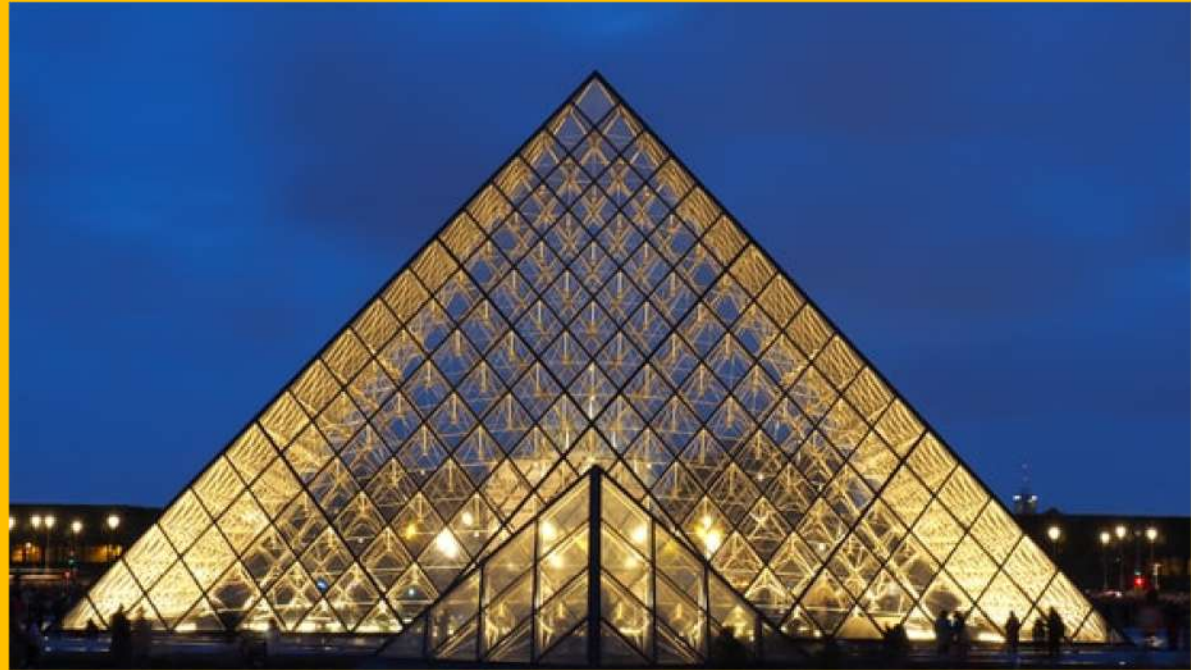
Self-identified tribal affinities-shared values, life philosophies and outlooks...transcends demographics and other category-specific attitudes and behaviors, which would be the basis of a traditional market segmentation study.

Cognitive Demographics **Recognizes a** **Personal Value Hierarchy**



Yossi Klein Halevi

 @faderfocus



Share similar list of values/but how we
prioritize them determines how we
see the world and make decisions



Reality Check

A company's definition of the category they are in may be very different from the context of how people perceive the category and product/service role

Mom Motto

*I'll do anything for
my kids*

*I just go with
the flow*

A Leaky Tale



Create a 'Better' Diaper

- Spend tens of millions of dollars to do this
- Build new factory with specially designed machinery
- Revamp your product line

Not Understanding Person's Value Hierarchy

Crisis

- A diaper that doesn't leak = falling market share
- Competitor's new diaper that leaks = growing market share

**Focus only on Functional benefit
No diaper leakage = Happy Mom**

Functional + Emotional/Self-Perception



‘Good’ Mom validation = ‘healthy’ diaper + less leakage

Wrap-Up



- **Integrate Contextual Reframing at the starting line**
- **Don't be afraid to challenge baseline assumptions**
- **Incorporate different ways of thinking and approaches into Research Design -- CounterIntuitive Thinking and Cognitive Demographics**
- **Let's continue the conversation**