

A New Era of Understanding: Agile Human Experience Intelligence

The Quirk's Event – Chicago 9.30.21





Gut Check

Hearts

Humans

Empathy

Tailored

Depth

Minds

Technology

Intelligence

Timely

Scale

**We create opportunities where others force compromise
to unlock bold new possibilities.**

What You'll Take Away Today

01

Learn about Agile Human Experience Intelligence (HXI)

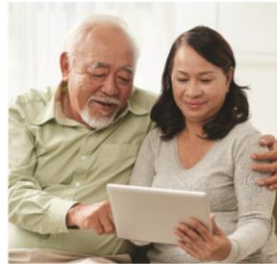
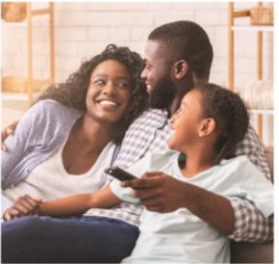
02

Understand why Agile HXI is critical in understanding people

03

How to activate key components of Agile HXI to help build brands and drive innovation

Fundamentally Human



Agile Human Experience Intelligence

A multidimensional way of deeply and systematically understanding people's authentic experiences.

Rooted in psychological and behavioral research.

Enabled by innovative technologies, methods and metrics are combined in unique and targeted ways to enable better innovation.



Why Personality & Needs Matter

Understanding how people interact with the world and the needs that are driving their behavior helps understand human decision making.













OCEAN Personality profiling

The Big 5 Personality model is the most widely used framework for understanding how a person interacts with the world. There are 5 primary personality types leveraged in the OCEAN model.



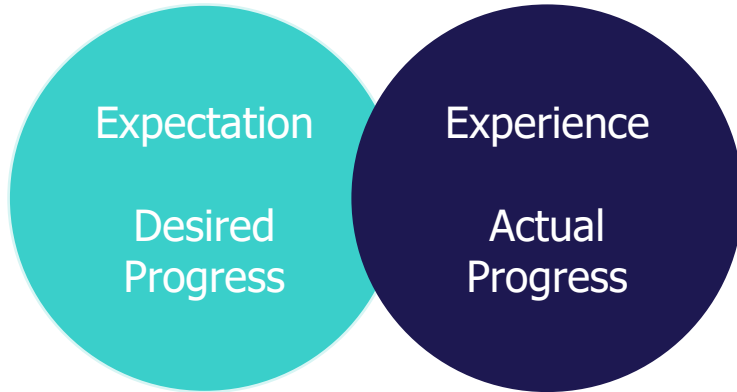
Needs Framework

The 12-segment framework groups people by the needs that drive their consumer choices. These insights rely on the work of Kotler and Ford.

- | | |
|---|---|
|  Self-Expression |  Challenge |
|  Excitement |  Closeness |
|  Curiosity |  Love |
|  Practicality |  Harmony |
|  Structure |  Liberty |
|  Stability |  Ideals |

Why Emotion & Context Matter

Understanding emotions, in context, is key to identifying opportunities to create an empathic experience.



Mismatch: Needs Largely Unmet
Common Emotions: Anger, Frustration



Match: Needs Largely Met
Common Emotions: Delight, Love

Truly differentiated innovation is hard to achieve

Delivering on unmet or under-met needs creates empathic...

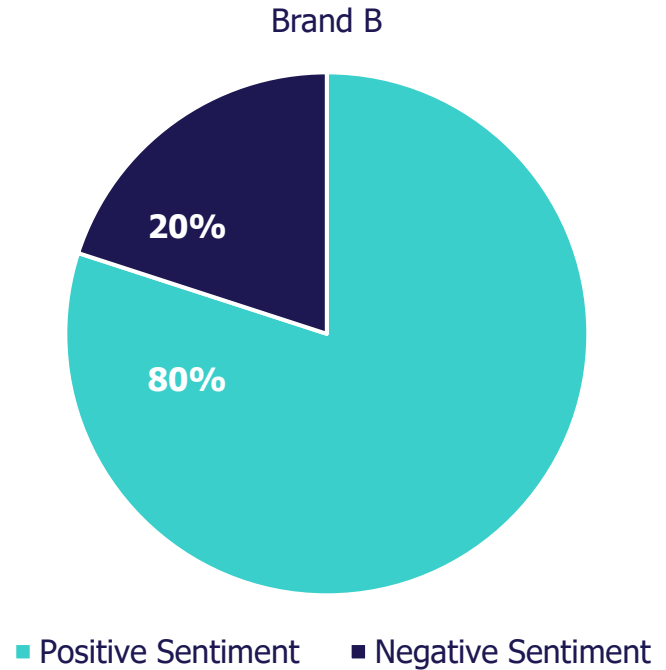
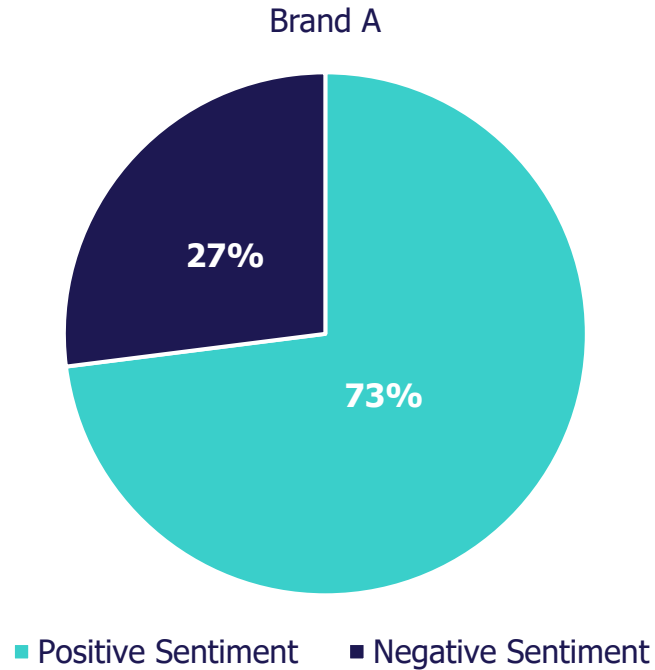
“they get me”

...experiences, by connecting with the emotions of the people buying and using your products and services.

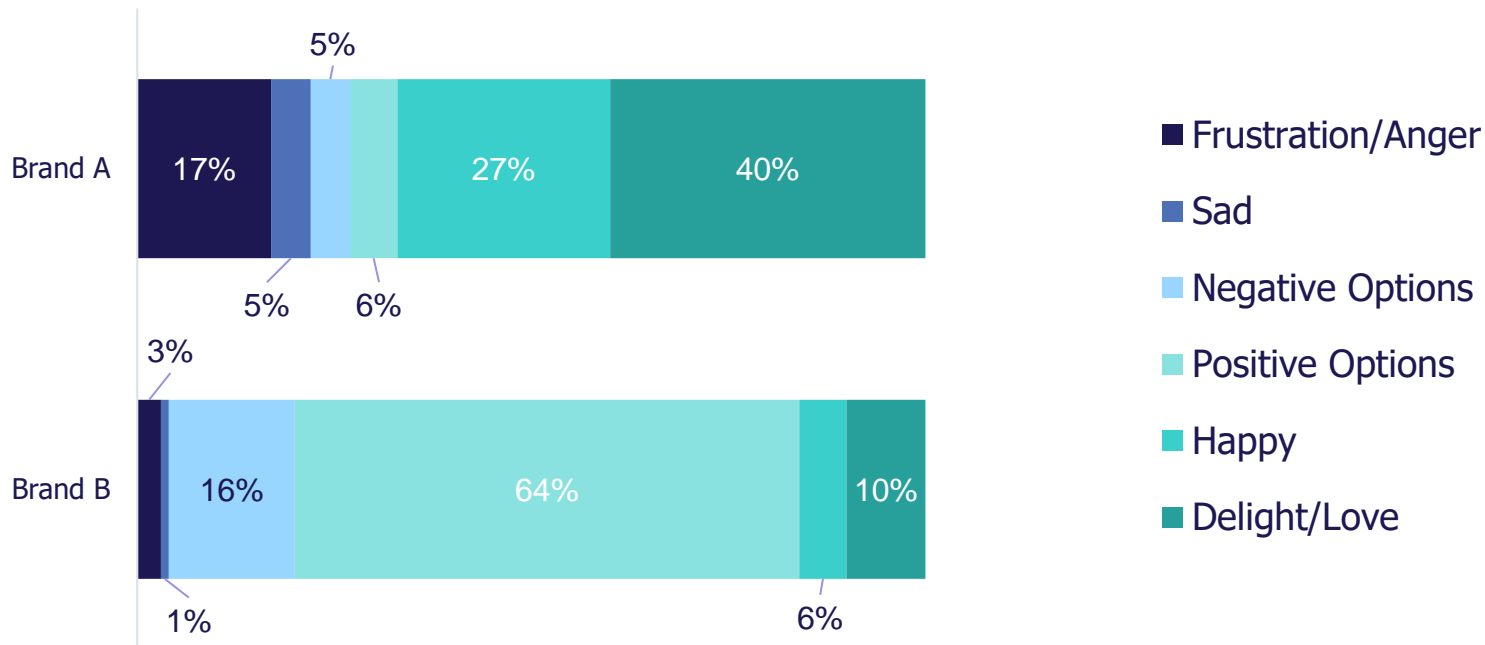


Beyond Sentiment

What Sentiment Suggests

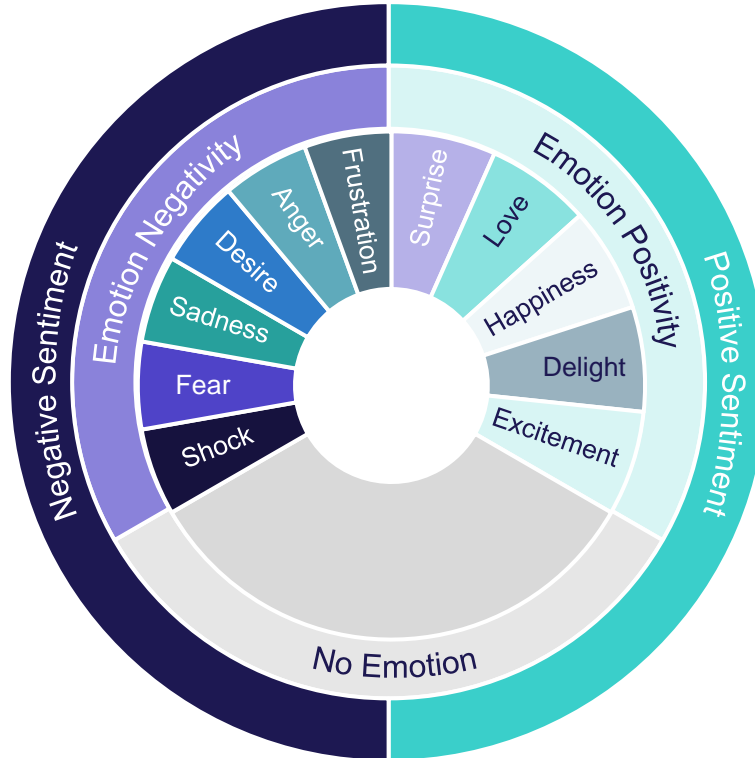


What Emotions Tell You



Going Beneath the Surface

Using emotion analytics, we can go below the surface of cognitive beliefs or judgments to identify specific emotions that people convey about products and services.



Sentiment

Measures a cognitive belief or judgment.

“ Example: *“The bottle is actually pretty big and contains a lot of cold brew coffee! Great iced coffee for summer mornings”*”

Emotion

Measures an internal state of arousal.

“ Example: *“I love this coffee and would recommend to anyone who wants to make at home iced coffee. My ONLY complaint is that I finish this within 2.5 days”*”
Emotions - Love and Frustration

Looking “in the wild”

Qual at Scale, Organically

SCALE

Compare the robustness of **20,000-30,000 human perspectives** versus 20-30 in traditional qualitative

REDUCE BIAS

In **unsolicited, authentic** settings, we get greater **richness** and more **context** for understanding

ACTIONABILITY

Know precisely what to do next, with the required **depth for decision making** and the **clarity of focus**



What are New Parents Emotional About?

Understanding the emotions new parents experience as they embark on their first solids baby feeding journey is paramount to developing innovation that empathetically addresses their needs.

POSITIVE EMOTION

Important Milestones

Love, Happiness, Delight

POSITIVE & NEGATIVE EMOTION

Want What's Best

Happiness, Delight, Desire, Fear

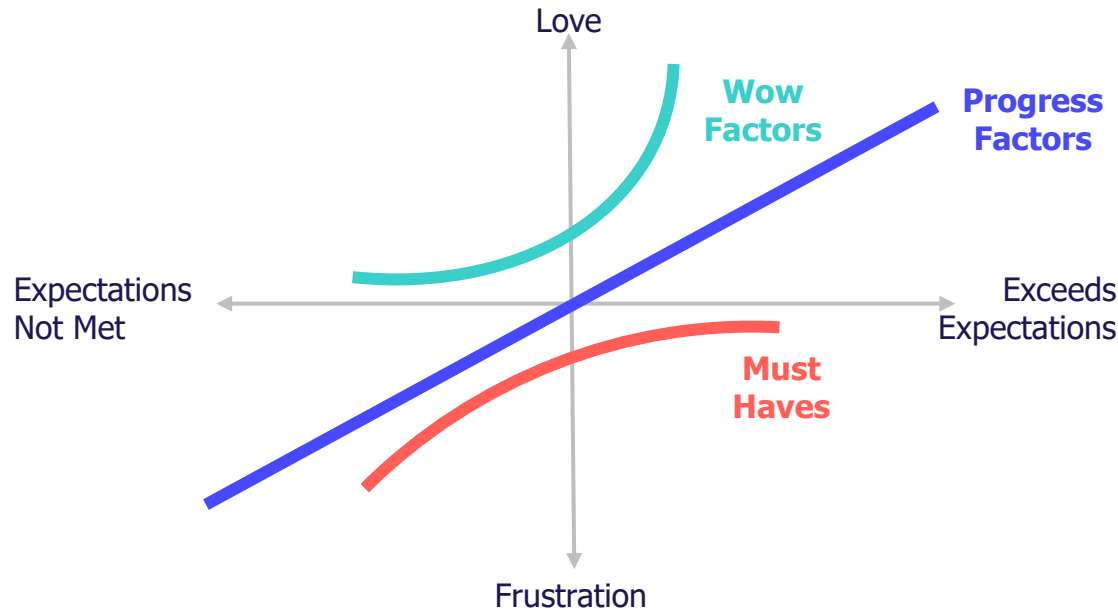
NEGATIVE EMOTION

Information Overload

Frustration

Innovation Prioritization Framework*

Prioritizing features by the emotions evoked ensures innovation leads to an experience where needs are met, and people make the progress they desire.



*GutCheck's emotion- and progress-based framework draws on, but modifies, the Kano framework.

"So **disappointed!!!**

*I was so excited when I saw this brand in the pouch, so I picked up some for our little one. It **RUNS** out of the pouch and all over the spoon, **it's got to be 90% water** in there. Water in little babies can **inhibit their absorption** of vital nutrients. At an age when my little one doesn't eat that much, I want to make sure what she does eat is the best for her - this is clearly not it, because **NONE** of those ingredients should be **THAT** watery!! I am going back to my favorite brand, that stuff looks like homemade on the spoon."*



Innovate with empathy to recognize and alleviate frustration and better meet parents' needs.

I need a brand that I trust to help me do the right thing. I'm overwhelmed by all the information and advice out there. What is best for my baby? I just wish someone would make this part simple. - forums.thebump.com

- Acknowledge **that finding the right food is a rocky journey** and listen to their complaints and needs.
- Ensure the **consistency** of the baby food conveys **healthfulness and quality** to parents.
- Offer **advice and consultation** that aims to **solve their specific problem** and is catered to their baby's needs.
- **Help** find the right baby food for them (based on age, nutrition needs, allergies, etc.) and explain **why that is best**.

Humans & Machines


Technology can do a lot....but it can't do it all

The expressions of how people feel have never been more pervasive or accessible. The potential of using this big, unstructured, unsolicited data is only realized with the right applications.

And that takes two important things:



**AI to derive
the attributes
that matter**



**Humans to
help you make
sense of it**

The Power of Hybrid NLP

Transforming unstructured data into actionable insights & next step recommendations.

Millions of unstructured comments
(blogs, forums, product reviews)



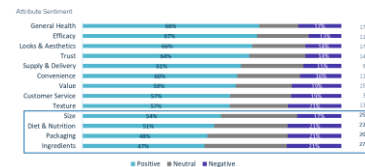
Human Expertise + Artificial Intelligence

**Hybrid
Natural
Language
Processing**

Human Coded Structures

Artificial Intelligence

Structured metrics & insights, "qual at scale"



Agile Human Experience Intelligence

It comes down to depth of understanding and making a human connection.

Agile HXI, leveraging innovative technologies (such as Hybrid NLP) and human expertise, brings our clients closer to the authentic human experience so they can innovate better.

Thank You

Visit us: The Quirk's Event: **Booth 209**
Online: www.gutcheckit.com