

# Insightful Interactions: Exploring New Frontiers and Transforming Expo Booths into Research Hubs

ASICS Digital

Consumer Insights Team

Sherry Liu, Elaine Rim



## Disclaimer:

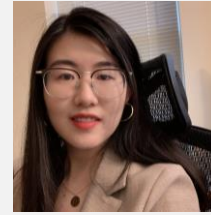
This presentation is based on our personal experiences and opinions and does not represent the views or positions of our employer, ASICS Digital.

# Meet the Presenters (us!)



**Elaine Rim**  
Senior Consumer  
Insights Associate,  
ASICS Digital

Based in Boston.  
Team lead on qualitative research  
methods, with a focus on consumer  
exploration.



**Sherry Liu**  
Senior Consumer  
Insights Analyst, ASICS  
Digital

Based in Boston.  
Team lead on quantitative research  
methods, with a focus on research to  
inform product ideation and  
iteration.

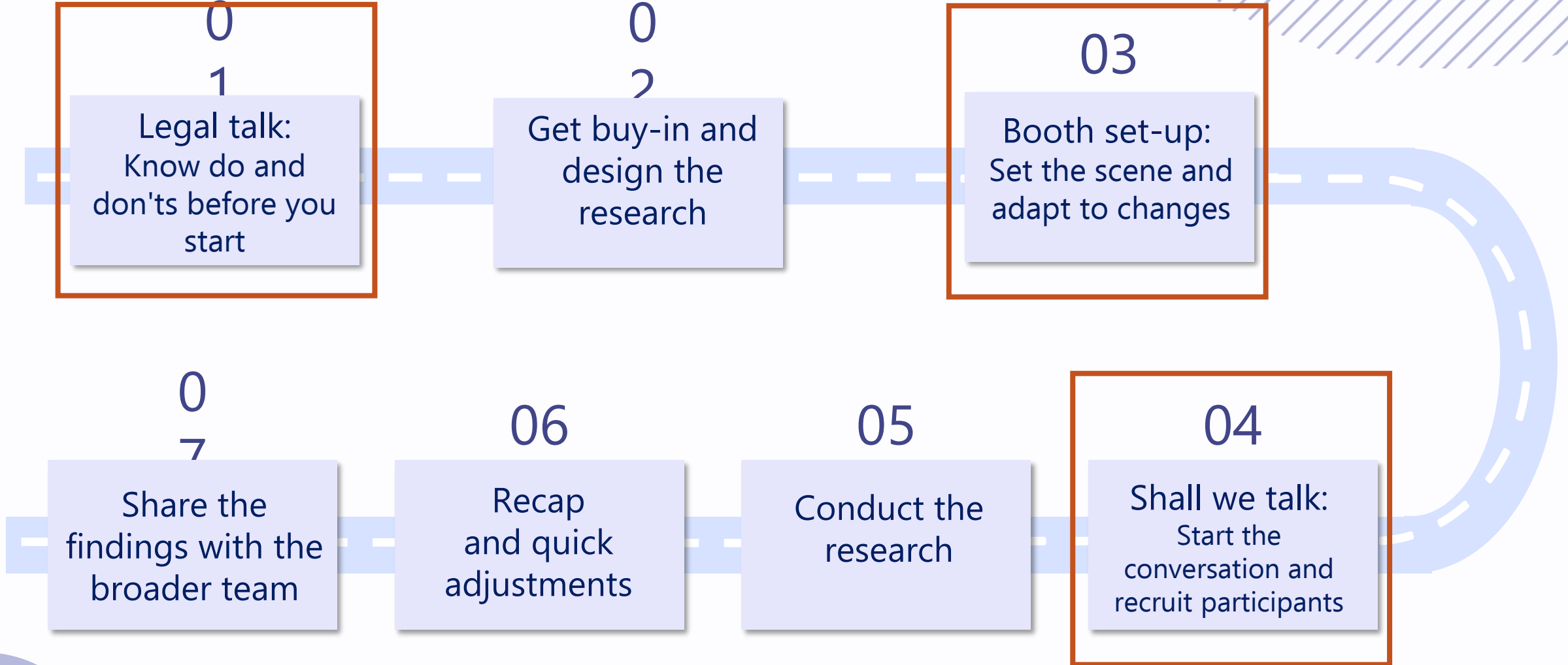
## Our expo booth in-person research experience:

- Races hosted on both the East + West Coast, US and Canada
- Average of **~60 interviews for each race**
- Informed future event playbook, marketing strategy, and others
- Collaborative effort across our team, especially from **Sophie Fisher**.



# Prep for Expo Booth Research

(It took us two months!)



01

# Legal: first things first

A crucial, must-have in your research - planning ahead is key

Participant awareness and consent - knowledge of study

Collecting relevant information with informed consent

# How does Legal play a role in our research?

- ✓ We always adhere to internal legal policies
- ✓ We always abide by general participant consent and transparency rules

0

Create an expo plan for smooth research and response collection.

1

Support participants in every step by reinforcing participant awareness, consent, and overall knowledge of the study.

2

03 Collect only the most relevant information to save time, reduce unnecessary information, and protect your participants.

# Creating a compliant environment: Follow a compliance checklist



## Are we adhering to legal policies?

- Legal Team has approved on all materials and documents
- Legal Team is aware of the study's scope



## Do we have participant consent?

- Film signage notice
- Participation agreement form, signed by interviewee
- NDA (if showing unreleased or prototype products)



## Are we collecting only the most relevant information?

- Name
- Age
- Gender
- Email (optional, for future recruitment within our research panel)

02

# Setting up the scene

*"Setting the scene is as important to a booth as it is important to an apartment."*

Setup matters - setup is the first impression and is your recruiting material for in-person research

Casual vs in-depth interviews have different functions

Design a way to efficiently collect participant responses and adapt to changes



# We have separate sections in a small booth. But why?

- Curiosity may prompt questions before commitment.
- Avoid interruptions while doing research.



# Welcome Zone: For casual conversation and viewing products



**Welcome visitors**



**Spark interests**



**Share information**



**Avoid interruptions**

## Helpful tips:

- Eye-catching and branded posters/signs.
- Signature products of your brand.
- Incentives for research (we used socks!).
- A welcoming researcher/coordinator.



# Research Zone: Provide good research experience



## Alignment on research

- Time commitment
- Recording and filming
- Incentives
- Participant agreement form  
(using QR code or tablets)



## Create comfort

- Chair for them and companions
- Storage for personal items



## Capture the good stuff

- Pre-test equipment
- Bring spares
- Battery management
- Multi-day: mark  
camera positions

# Adapt to changes: Seize every minute at the expo

## Collect the participation agreement form (PAF)

## Notetaking

## Filming and recording

<b>Ideal</b>	Survey tool on tablets	Real-time syncing spreadsheet, with participant name auto-populated	Microphone and camera are working properly with healthy battery life
<b>Unstable WiFi</b>	Hotspot, QR code to PAF, printed PAF	Local notetaking spreadsheet, re-confirm and type-in participants' name	Not affected
<b>Limited power</b>	QR code to PAF, printed PAF	Local notetaking spreadsheet, paper & pen	Power bank for battery, use phones as back-up
<b>One person</b>	Survey tool on tablets	Combine PAF and notetaking to one survey	Ask the name again after hitting recording

03

# Shall we talk

Stay ready with an elevator pitch

Use a one-liner to answer FAQs

Be ready to field unfamiliar scenarios

# Attitude matters: Welcoming/engaging with potential participants who are new to research



## Elevator pitch

Have an elevator pitch ready, but don't oversell the research opportunity.

Be mindful of your approach to potential participants.



## FAQs

Be ready to answer common questions, such as:

- Who will see my recordings?
- I don't think I qualify - can I still participate?
- How long will this take?



## Conserve your efforts

Try not to "sell" research opportunities - if someone doesn't want to talk, don't push too hard.

Try to attract others - this is the importance of a Welcome Zone.

# Always prepared: Develop a one-liner to field potential questions

Develop your “elevator pitch” to answer the following points, especially to participants who are new to research:

**What** Conducting consumer research with **runners**

**How** We will ask you several questions about **your running habits and shoe purchasing**

**Why** To help us build better products/services in the future, **and you will be incentivized!**

**How long** Approximately **10-15 minutes**

# Becoming adaptable: Tips for handling unfamiliar conversations

## Don't...

- ✗ Reject people if you realize they don't fit your ideal segment
- ✗ Create overly niche discussion questions
- ✗ Feel limited to your discussion guide

## Instead...

- ✓ Flex the discussion guide so it's suitable for all participants
- ✓ Make the discussion guide open but develop branches for different target groups
- ✓ Go "off script" occasionally, especially if a participant is providing information worth following up on

**Reminder:** Understand the purpose of your study to extract relevant responses and ask relevant questions.



# Key takeaways

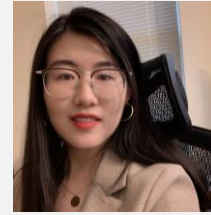
- 01 Understand the critical role of thorough planning and adhering to legal processes when planning expo booth research.
- 02 Create a welcoming atmosphere in your booth that facilitates comfortable and productive interviews and adapt to changes quickly.
- 03 Plan strategies ahead for marketing your booth to individuals unfamiliar with consumer research.

# Thank you! Any questions?



**Elaine Rim**  
**Senior Consumer**  
**Insights Associate,**  
**ASICS Digital**

**LinkedIn:**  
**@elainerim**



**Sherry Liu**  
**Senior Consumer**  
**Insights Analyst, ASICS**  
**Digital**

**LinkedIn:**  
**@sherry-liu17**

