



# High-Trust AI Case Study

How Curion generates critical insights from *unstructured feedback*



Scan code to enter our drawing for Canvs AI AirPods!



*scan here!*



Jared Feldman  
Founder & CEO



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Director of Client Services



Emotions are the hidden hand  
that guides nearly all  
human behavior and choices.

90% of the decisions we make are  
*based on emotion.*



Nobel Prize-winning psychologist  
Daniel Kahneman

We believe

*empathy*

*is a superpower*

for every business

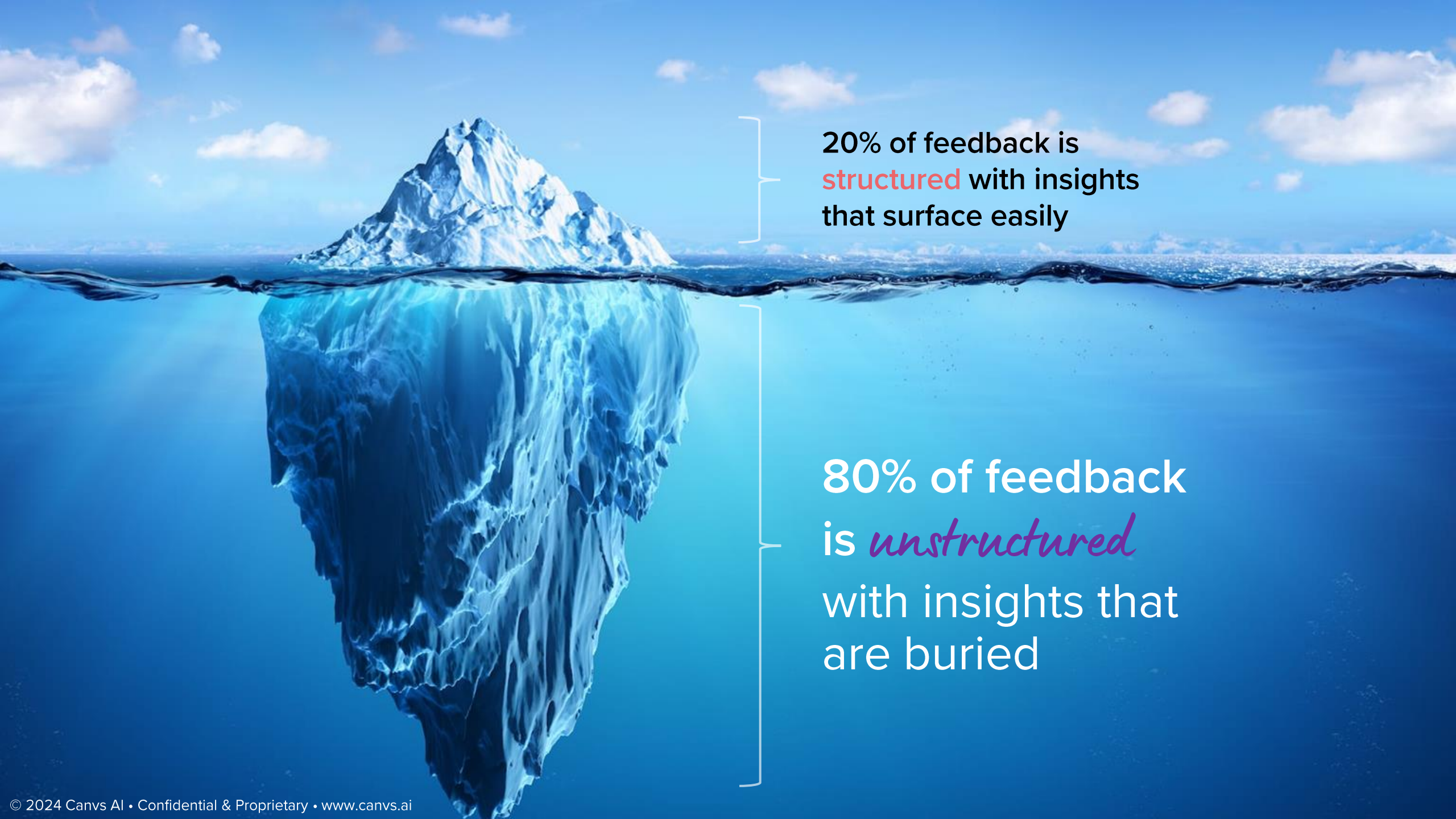


We've designed an AI insights platform that empowers brands to understand the *needs and emotions* of their customers



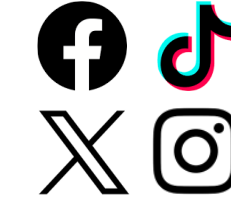
♥ Canvs AI Community



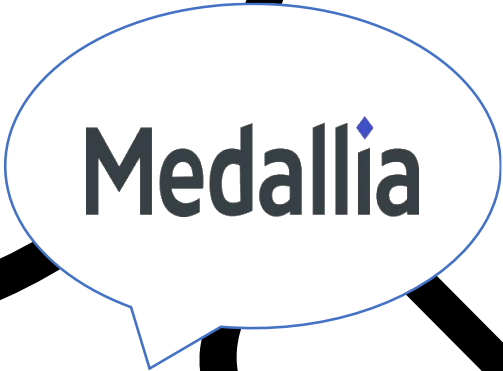


20% of feedback is **structured** with insights that surface easily

80% of feedback is *unstructured* with insights that are buried



Background text consisting of various snippets of user-generated content, reviews, and social media posts related to food and dining experiences.







There is the concern that Generative AI systems can generate hallucinations.

This is when an AI system produces false or misleading information presented as fact.



# New Canvs AI Story Assist™

## High-Trust AI for Insights

## Exclusive Quirk's Event Preview!

Interactive Citations

AI Story Assist™

Ask a question...

+3

**Overview**

Respondents reported varied experiences at the Canvs Cantina, appreciating attentive staff and quality food, while also highlighting significant delays in food service, which often resulted in receiving cold meals. The establishment's ambience, including music and entertainment, was praised, yet there were concerns about seating and the effectiveness of the [Digital Experience](#) translating to real wait times.

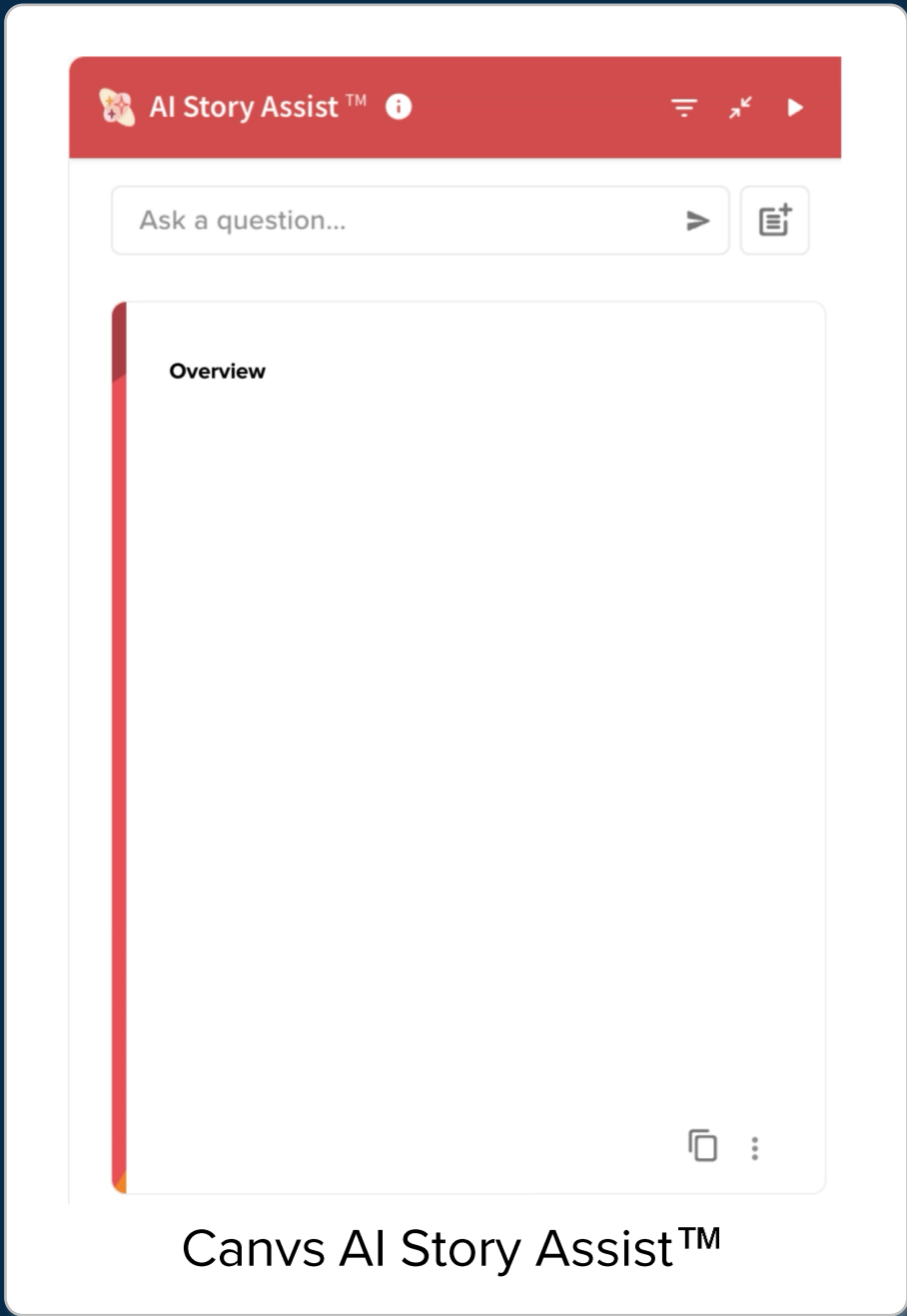
**Takeaways:**

- [Positive Service & Staff Feedback](#) reflects notable staff attentiveness and pleasurable experiences for first-time visitors (31.9%, 437 verbatims)
- [Food & Taste Feedback](#) showed that food quality is well-received but marred by long waiting periods and temperature issues (30.0%, 412 verbatims)
- [Facility & Comfort Feedback](#) revealed mixed sentiments concerning the atmosphere and physical comfort within the facility (26.5%, 363 verbatims)
- [Expectation & Wait Time Feedback](#) indicated a critical area of improvement with direct implications on customer satisfaction regarding long wait times (19.8%, 272 verbatims)
- [Technology Utilization Feedback](#) signaled that while some digital solutions are effective, there are areas that require refinement for enhanced customer experience (15.3%, 210 verbatims)

[Show less](#)

Instant data quantification

First gen-AI insights co-pilot to incorporate citations & data quantification

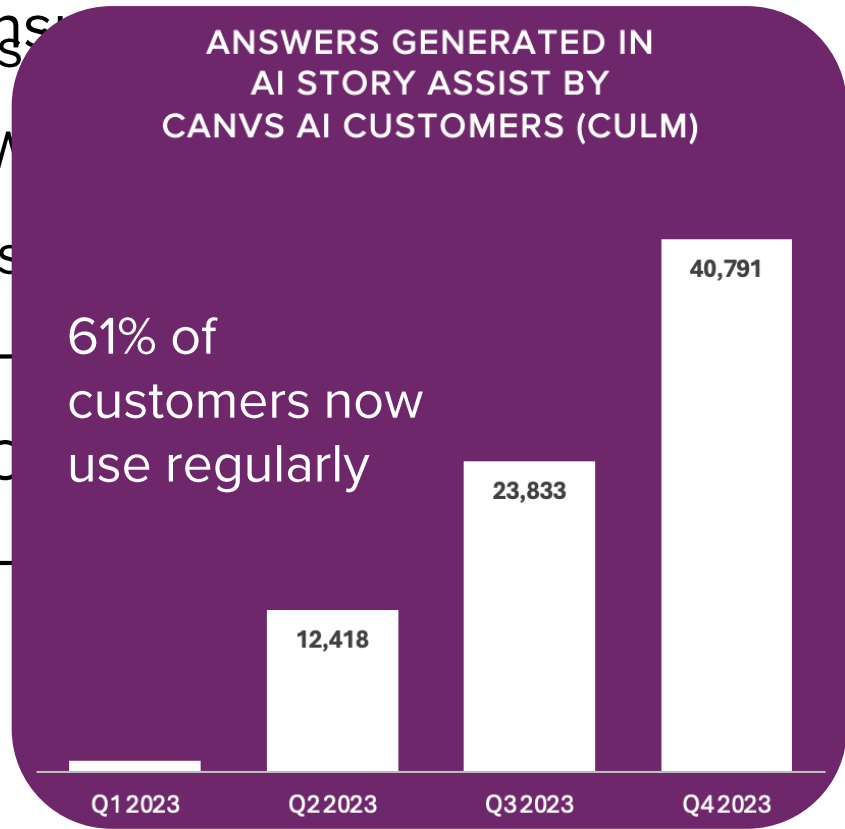


# Canvs AI Story Assist™

## The State of Generative AI for Insights

- You launched insights alongside all data
- Operating at scale now across major research and Strategic insights, and completely

1. trans
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# Who is Curion?



Curion is a consumer insights firm specializing in product testing and innovation. Our integrated team applies diverse methodologies to help clients develop impactful products that resonate with consumers, driving reliable repeat purchases.

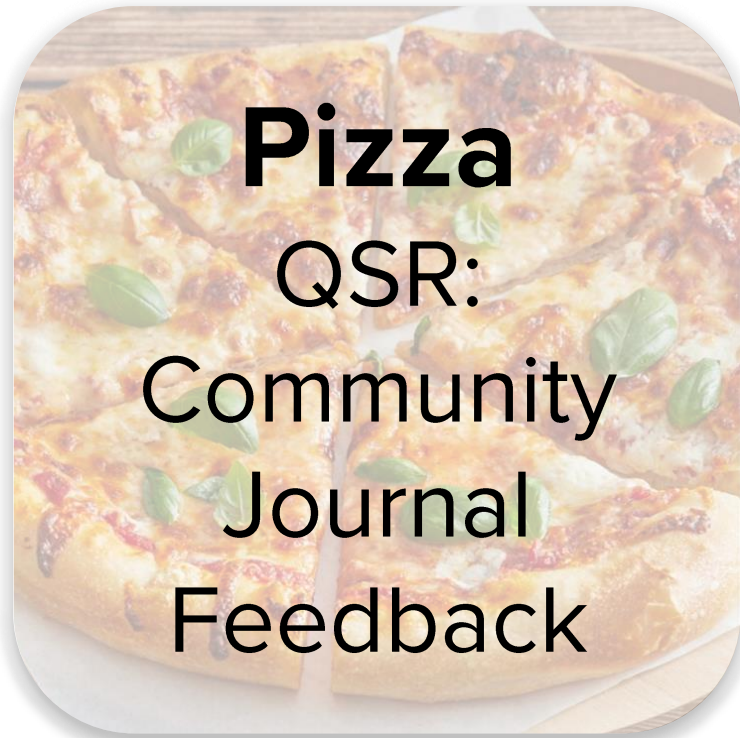


# Product Experience Performance

Is our platform that bridges companies and consumers. Our dedicated teams collaborate daily, guiding you through the product insights journey with seamless knowledge transfer at each step.



# 3 Case Studies x 3 Vertical Use Cases





# Pizza QSR Case Study

Community Journal Feedback

Case Study 1

## Objective

Established multinational Quick Serve Restaurant client sought to understand their guests' wants and needs to develop a new pizza offering and determine their positioning strategy.

## CURION Approach

39 QSR pizza consumers participated in a 7-day online forum to discuss their pizza preferences:

- Identify key attributes when choosing QSR pizza.
- Explore likes/dislikes about the client's pizza vs. competitors
- Identify branding strategies for differentiation and essential features.
- Examine the digital ordering process and factors affecting retention.

## How Canvs Was Used

- Used AI Story Assist for journal insights exploration
- Asked targeted questions for precise insights and relevant quotes
- Tip: Ask specific, separate questions for strengths and weaknesses

QSR Pizza Concept ⓘ

What are the particular occasions, events, and locations that are ideal to eat this type of pizza? What is your reasoning?

Quick Compare ▾

Share page

Export ▾



Search and filter Verbatims



Emotions:

Canvs ▾

39

Verbatims



39 (100%)

Summarized Verbatims



39 (100%)

Verbatims with Topics



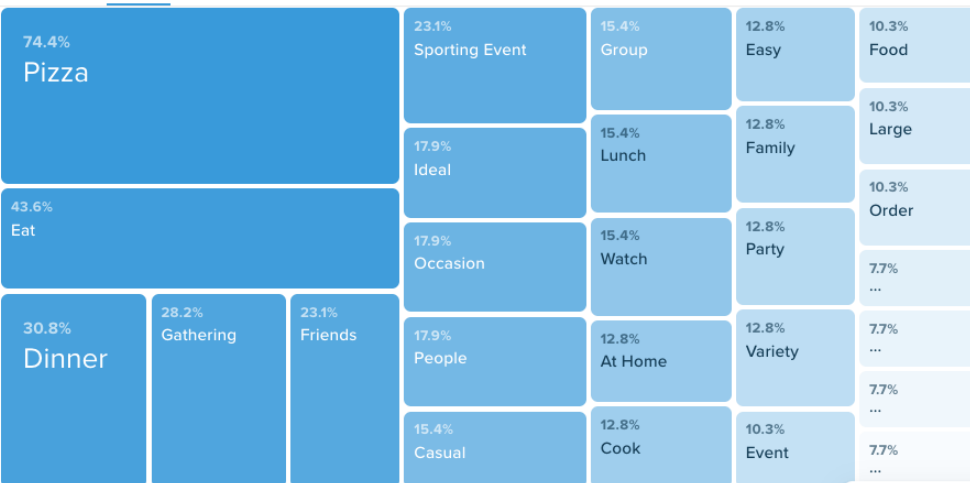
21 (53.8%)

Verbatims with Emotions

0 Highlights ⓘ

What are people talking about?

Summary Topics Emotions



Threshold  6%

15.6% of topics are mentioned with less

39 / 39 (100%)

Edit... ▾

AI Story Assist™ ⓘ

Ask a question...



Overview



# Pizza QSR Case Study

## Community Journal Feedback

### Research Outcomes

- Pizza variety and customization ease drive QSR pizza choice.
- Eight positioning statements were crafted for testing.

### CURION Impact

- Engaging consumer “tasks” during the week-long study elicited passionate feedback that led to deep insights for the client.

### Canvs AI Insights

- Identified and quantified themes from extensive community feedback.
- Narrative-driven insights from thousands of journal comments.
- Full transparency, enhancing the credibility and detail of insights.

# Milkshake Case Study

CLT Feedback

Case Study 2

## Objective

Prominent quick service restaurant facing declining sales of flagship milkshake offering hired Curion to identify the causes and stabilize business, while also exploring reformulation opportunities to attract younger consumers.

## CURION Approach

Utilizing RennovationXP platform, Curion tailored a comprehensive Consumer Product Experience CLT to investigate the client's objectives, scrutinizing the milkshake base and mix-ins through methodical evaluations:

- Initial blind taste tests assessed consumer preferences for various classic shakes without mix-ins.
- Participants then chose their favorite base flavor and sampled it with various mix-ins, rating the complete product experience.
- Finally, consumers selected the flavor and mix-in pairings they preferred for a meal accompaniment or as a special treat.

## How Canvs AI Was Used

- Canvs AI used to analyze reasons for likes / dislikes with consistent, unbiased approach
- Quantitative data indicated the need for texture refinement in the base mixture, especially concerning its thinness and iciness.
- Canvs analysis used specifically to confirmed texture as a genuine issue, emphasizing its role in overall consumer enjoyment.
- Subsequent team discussions suggested that base texture might degrade over shelf life, prompting broader quality retention talks.

milkshake feedback

Dislikes

Quick Compare

Share page

Export



Search and filter Verbatims

Emotions: Canvs

101 Verbatims

85 (84.2%) Summarized Verbatims

87 (86.1%) Verbatims with Topics

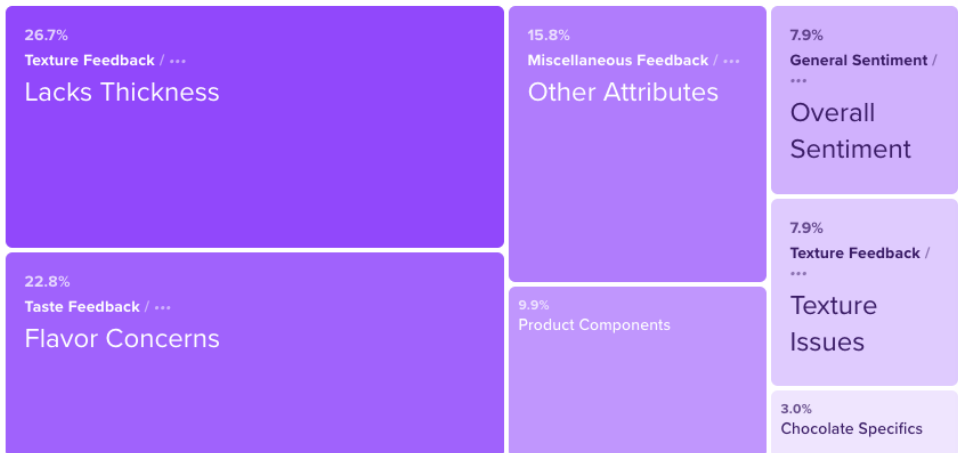
49 (48.5%) Verbatims with Emotions

0 Highlights

What are the common ideas in responses?

Summary Topics Emotions

Nets Codes



Threshold 1% 84.2% (85) Summarized Verbatims, [click here to see the 16 Verbatims](#)

101 / 101 (100%)

Edit...

AI Story Assist

Ask a question...

Overview

milkshake feedback

Dislikes

Quick Compare

Share page

Export

Search and filter Verbatims

Emotions: Canvs

101

Verbatims

85 (84.2%)

Summarized Verbatims

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Verbatims with Topics

49 (48.5%)

Verbatims with Emotions

0 Highlights

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Summary Topics Emotions

Nets Codes



Threshold 1% 84.2% (85) Summarized Verbatims, [click here to see the 16 Verbatims](#)

101 / 101 (100%)

Edit...

### AI Story Assist

Ask a question...

#### Overview

Respondents express a desire for a richer milkshake experience, highlighting issues such as lack of thickness and specific **Flavor Concerns**, like sweetness and a need for more chocolate richness. These are the most prevalent critiques found throughout the verbatims. **Lacks Thickness** (26.7%, 27 verbatims) and **Flavor Concerns** (22.8%, 23 verbatims) are the most prominent themes, indicating a primary interest in improving texture and taste. Other responses touch upon general dissatisfaction with **Product Components** and the overall experience provided by the milkshake.

#### Takeaways:

- Improving the thickness of the milkshake is a top priority, as indicated by the high volume of feedback on this aspect ' **Lacks Thickness** ' (26.7%, 27 verbatims).
- Flavor enhancement is crucial, especially increasing the richness of the chocolate flavor ' **Flavor Concerns** ' (22.8%, 23 verbatims).
- Besides texture and flavor, respondents also noted the milkshake needed better creaminess and balance in **Product Components** ' **Product Components** ' (9.9%, 10 verbatims).
- **Overall Sentiment** reflects an opportunity for product improvement, suggesting that consumers are looking for a more indulgent and satisfying milkshake experience ' **Overall Sentiment** ' (7.9%, 8 verbatims).

Show less

# Milkshake Case Study

## CLT Feedback

### Research Outcomes

- Curion confirmed that texture was driving dissatisfaction, breaking through client's affection-bias for current recipe.
- Curion was able to establish trust with client and recommendations for performance improvement.

### CURION Impact

- Consumer feedback across demographics guided the shake flavor optimization.
- Set the stage for a successful relaunch and further product development.

### Canvs AI Insights

- Canvs AI analysis provided measurable, qualitative confirmation of texture as driver of disliking.
- Authentic voice of customer, transparency and unbiased AI approach fostered trust in insights.

# Fragrance Case Study

HUT Feedback

Case Study 3

## Objective

A top fragrance producer aimed to add a new scent to their premium line, evaluating four prototypes against their current product and a key competitor, focusing on their appeal to 'next gen' users aged 13-24 and the reasons behind their preferences.

## CURION Approach

Curion gauged consumer acceptance and emotional feedback on four prototypes against the current and leading fragrances.

- A blind HUT design assessed overall acceptability and readiness, giving both a broad and detailed comparison, including 'next gen' users.
- Two-time-point evaluations captured shifts in acceptance, wearability, and emotional connections to each fragrance.

## How Canvs AI Was Used

- Summarizes consumer Likes, Dislikes, and Reasons “Why”
- Offers performance snapshots, revealing insights through a data narrative over time
- Captures emotion and empathy, presenting a consumer-focused story for stakeholders
- Speeds up the development cycle with contextual insights ready for distribution



Smart Search Applied:

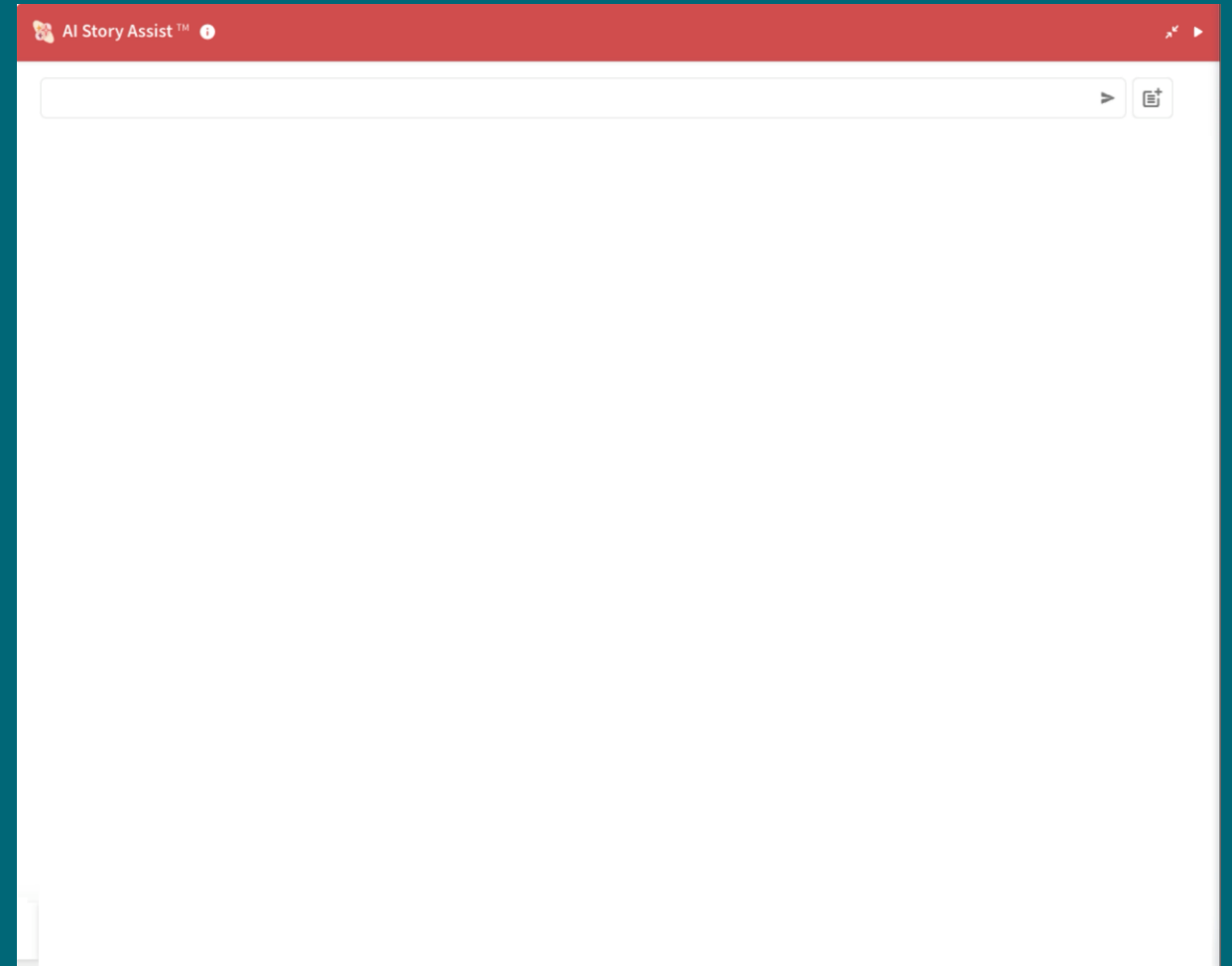
Sample Name / Competitor

AND

Age Range / 13-24

## "Next Gen" Age Group: Competitor

Research co-pilot quickly revealed key performance limitations of the in-market competition.



Smart Search Applied:

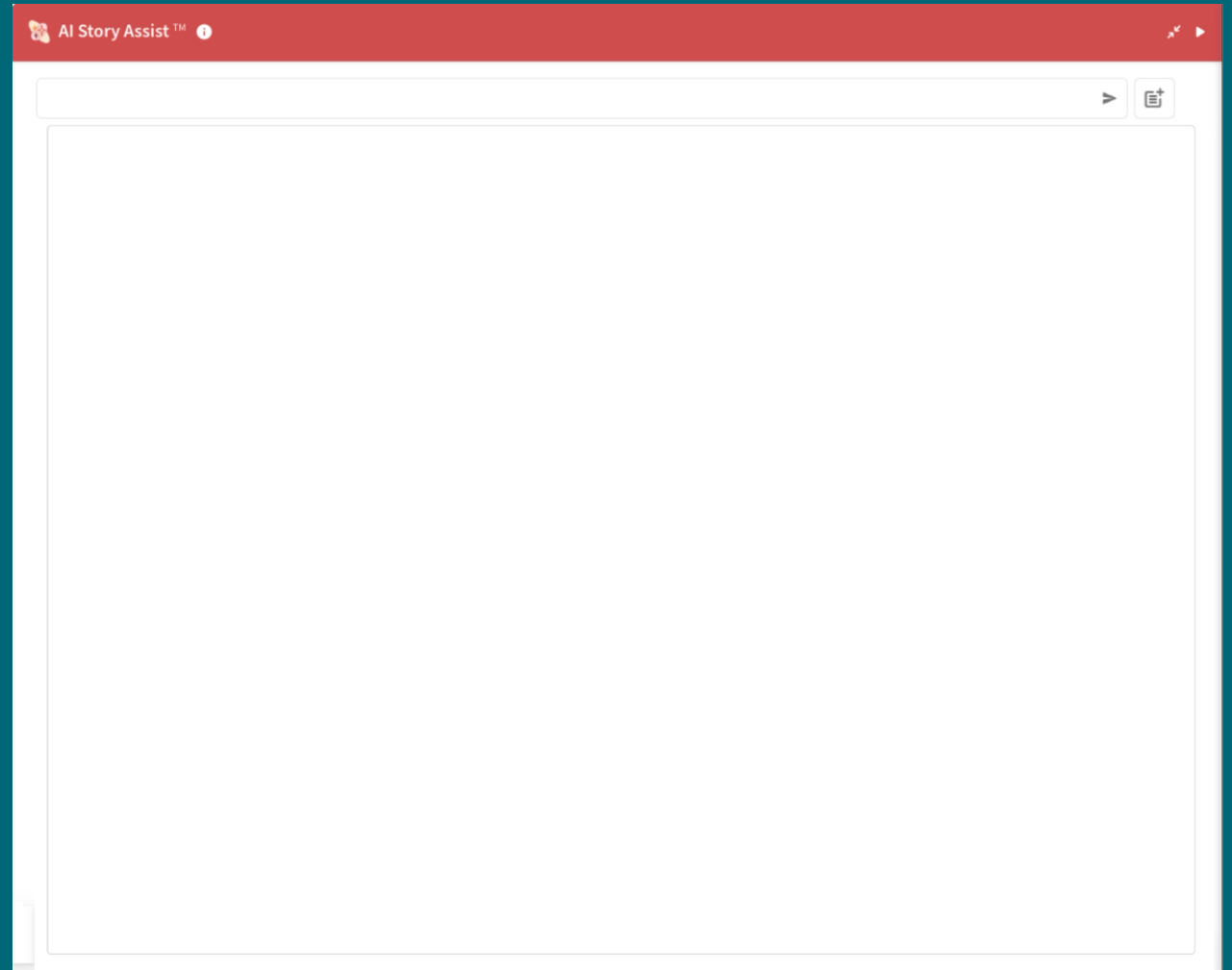
Sample Name / Sample 1

AND

Age Range / 13-24

## "Next Gen" Age Group: Winning Test Sample

AI Story Assist generated report-ready, data-driven narratives with more detail and depth to drive product recommendations.



# Fragrance Case Study

## HUT Feedback

### Research Outcomes

- Detailed report recommended a prototype for launch, highlighting emotional impacts and areas for enhancement, particularly regarding scent strength and youth appeal.

### CURION Impact

- Consumer-centric approach revealed which prototype client should proceed with providing a clear performance and emotional understanding.
- Introduced an AI-driven story model for future research.

### Canvs AI Insights

- Utilized over 2.5K open-ends to drive critical prototype insights.
- Story-first data approach helped quickly grasp consumer preferences.
- Open-ended feedback reasons enhanced product development.

Benefit 1

- ✓ Operational efficiency
- ✓ Easy to learn and start using

Benefit 2

- ✓ Dynamic, interactive data exploration
- ✓ Happy stakeholders
- ✓ Easy to be an expert

Benefit 3

- ✓ Accelerated insights
- ✓ Gives you the story in seconds

# Don't Miss Curion On Stage!

March 26<sup>th</sup>, Room 3, 12:00pm CST

## QUIRK'S CHICAGO 2024

Check Out Our Speaking  
Session “**Farming Verticals  
For Innovative Research.**”

Featuring speakers from our clients  
**Bissell, Johnsonville & Zaxby's.**  
March 26th, Room 3, 12:00pm CST



**Molly Jones, PhD** | Johnsonville  
*Sensory Scientist*



**Tatyana Bacon** | Zaxby's  
*Head of Consumer Insights*



**John Lochinski** | Bissell  
*Consumer Insights Manager*



**Michael Nestrud, PhD** | Curion  
*VP, Research & Innovation*





Scan code to enter our drawing  
for Canvs AI AirPods!

*Thank You!*

Join Canvs AI at **Booth #619** for a  
demo and speaker Q&A!

