

High-Trust AI Case Study

How Curion generates critical insights from unstructured feedback



Scan code to enter our drawing for Canvs Al AirPods!









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 Al insights platform that empowers brands to understand the needs and emotions of their customers



Canvs AI Community































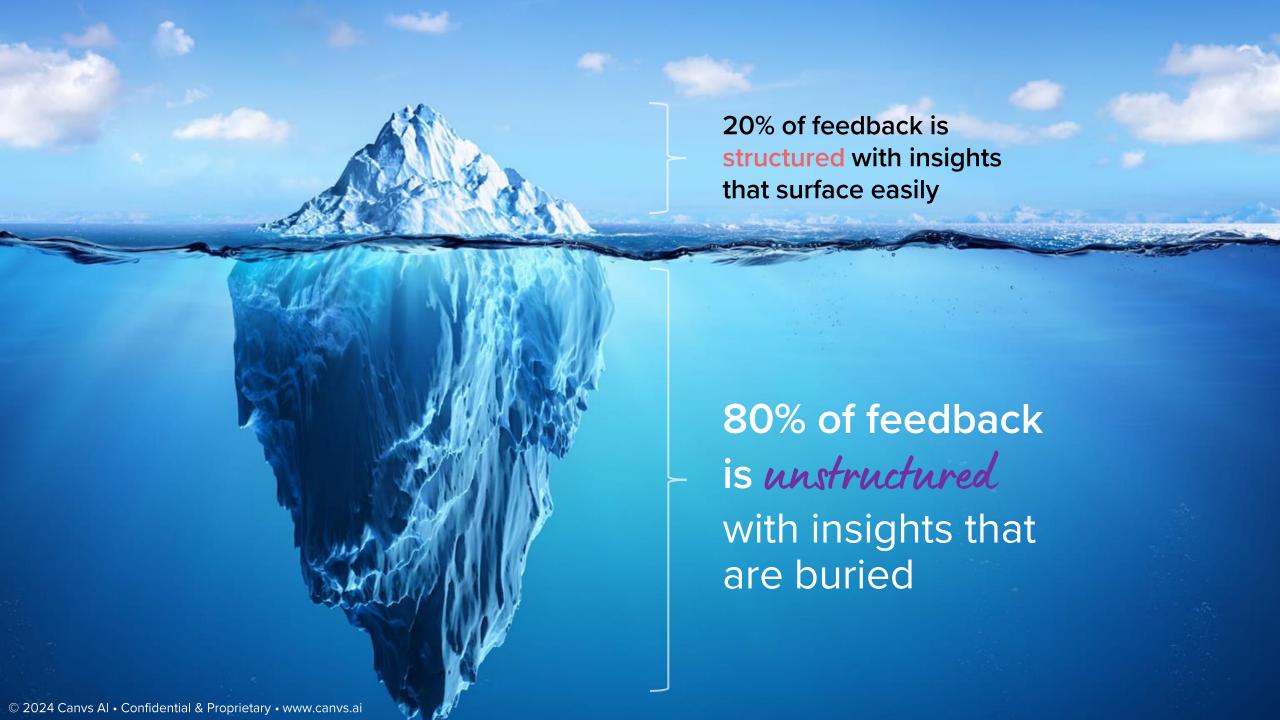












ed why we have so many leftovers. Apparently I only eat a true meal every 3 or 4 days (my	poor	My attitude towards food is that I enjoy eating the stuff I like and enjoy cooking dishes from my culture.
told me this before), and when I cook a large pork roast, my wife follows it up by preparing a		Well the belief I have when it comes the way I eat is always tried the more healthier options. like
	Hard-working, nurturing, optimist.	I feel like my attitudes towards food is better now because I'm thinking about what I'm eating all the
		time as far as my main dishes and snacks I want to make sure that I'm healthy while still eating food
hop here because they have a really huge variety of products and I fee	noming before work so I stopped by a bakery I haven't been to in a while. I saw the	It was chill I already know it would a safe bet and fill every body up
worth more than any other shopping experience		
It was a good source of energy for my morning	s but since my daughters hadn't been asking for them I decided	We had ground beef left over from dinner last night so I made a slightly different version of the bowls
	oz. I wish I would have made something else for dinner	we had vesterday.
	ade some buttered toast at home. I'm feeling slightly	In our household we like to cook homemade meals as much as possible. My husband is a great chef
	is momina	and I am trying to learn to get better! We cook everyday and there is only a meal here or there or
made me feel pretty good. A lit		I felt fine. I enjoyed my snack and was able to work while eating. I feel a little guilty because the snack
s the final result was better		was not considered to be very healthy.
I needed including non fo		I was first introduced by my mom and grandmother as a kid. they would make it for myself and sisters
	oiled east and added them as well for	on weekends.
something to snack on	ve need a list of tuff. Li I want to do	selection and value
d low calorie - justso		I approach food in this way because I like to live my life with balance and moderation. I value my
		health and well-being, but at the same time don't want to deprive myself of the simple pleasures in life. I'm back too fat full but not heavy. Ready to kill the day
of low callorie - justso		I'm back too fat full but not heavy. Ready to kill the day
		anylous and excited
ne feel bloated and blai	/	anxious and excited
11. 41.	/	
on I chose this as my mea	/	My husband cooked. It's a good meal packed with protein!
of the foods we eat, because satisfied and healthy after eath		The real breakfast of champions.
satisted and healthy after east	ditional meals at all different hours. By this I	The real breaktast of champions.
	and snacks for dinner. In my home we always	
s with kimchi and udon noodles in wa	of try ltt	I choose meal because I wanted to have fried fish and fries, Also it was easy to prepare as I just
	/	seasoned the fish and fried it. The French fries were heated in the oven.
another friend and I went to a comedy show Satur	It's full of flavor and has about 30 grams of protein then I add	happy , excited
te comedians was performing. Once we got to the theater	Wich are both low in calories	
y satisfied. High protein and some	moetship there, and we needed to buy some groceries for the month. Usually, when	
rates and a lot of peanut butter	we run out of water, it's time to go shooping.	
ifter eating and was happy that it was very healthy and filling	I wanted to eat something healthy and my friend had made a fruit board	des like summer.
	Married Committee Committe	argal.
my favorite beverage when reading the daily paper on my iPad	The prices are good and they have a good selection	econ.
as a kid i believe it was a class field trip to a Mexican restaurant and they showed us how to	Lorent breekfaste a med Lorent breekfaste a med	
llas.		
illas. t my shopping done as quickly as possible and limit my time in the store. Shopping causes	I was running out of a few items, and I also had some co	
Illas. t my shopping done as quickly as possible and limit my time in the store. Shopping causes arxious wondering if the store will be crowded and if they will have what I need at an	I was running out of a few items, and I also had some co	
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		SURER.
(n	ot be the healthiest option, having a	Snack
•	e is not enough to affect my stomach	
	- test bowl for dinner tonight!	It's an oyster poboy. You don't see these often so I HAD to get it. I love oysters.
		We had a big grocery shopping adventure this weekend, followed by a large breakfast/brunch that we hosted for friends. Here you can see all the food that we served and bought at the store
	home	So I tend to use some pre-made components like past for example. I never make that from scratch, but will make like a pasta dish with one made vocks sauce, pasta, and cook turkey meatballs or ground
		I chose selection, because I like discovering new and interesting ingredients/pre-made meals during grocery shopping which ultimately allows for creation of new and interesting meals. I chose value.
	s but I sure did enjoy	I had leftover vegetables I wanted to finish and I just made a quick sandwich to eat with it.
		HE-B Flautas, mini muffin, apple juice, chobani yogurt
	just of fruit and water to	This meal was easy and fast to heat up. My kids and I were very hungry when we got home from the
	such as a bowl of cereal.	gymnastics competition. I wanted something filling that was easy to cook and would be ready quickly
	ares.	My children sometime help meal prep they will chen some pasta some nights.
	choose meals that will give me	Yes, usually start this about
	de meal, like a frozen pizza, but try to	apply the seasonip

led me to eat this was it was made, hot, and i didn't have to make it. I knew it was filling, lower my LDL.

meal did not make me feel good it was not a planned meal and very unhealthy but did not want the Eating this sandwich was a treat as it brought me back to the many times I have eaten it during my

of grace though because I can't be overly healthy all the time! A treat is nice every now and then.

after school for us occasionally nome so we picked this up on the way. My husband loves whatabureer so this is why we selected this

e my attitudes travaris food is better now because I'm thinking about what I'm eating all the I was in the mood for Tacos so I ordered the steak failtas and com totill

s. I enjoyed my snack and was able to work while eating. I feel a little guilty because the snack | It made m

zendesk

do with the fact I was out of town, so I was back home trying to get back on my regular schedule and and dinner I keep it simple but nutritious. I like to cook so I do that as much as possible. with a new ingredient or twist. I really love flavors and nch that we Was wanting a good meal after skimping some throug

ok or on a Friday when the week is winding down. Great relaxer food although maybe unhealthy you

unexpected amount of salt in it which is better than I would have expected and enhances the

myself, nothing is off the table. However if I'm preparing a meal for us both, I have to be mindful of

I feel like when I'm grocery shopping I'm on a mission to try and get everything I need. Mystery comes

Medallia

I feel a bit guilty eating so much sugar in the first meal of the day. Not limited to the syrup and the

With food preparation sometimes I have to think about certain items that need to be thawed in order to

The factors that are important for me when choosing ingredients are foods that are in the healthier side.

waffles, also includes the amount of creamer in the coffee.

providing good prices for more American groceries and is cheaper elsewher

e to go to cheaper stores for)

always says "this is the best so far" each time Iol. So who knows when the best will really be the b because I like to plan a head and stay on track with my eating.

went to sleep so early I didn't even eat dinner! So I decided to cut it thinly and boil an eag for

I was super hungry and didn't really have anything to make at home so I ordered from U

with my kids on the weekends v

nt alone. I also feel relief zing. The only thing I am hesitant to try a seafood because I have had bad exce

feel healthy and it feels good to nourish my body with good things like this. Since I ate a processed

Decipher

arking to navigating the aisles. It's an important errand and Very happy! I like guesadillas a lot and the clementine was a gi

My favorite food is Mexican. I love all the cheese, the crunch of the chips and the spice. I enjoy hot

Drunchy tacos and cheese enchiladas and guacamole are my too favorites I feel a bit disappointed in my choices, as this usually isn't what I eat in a us tress eat more often than I think I do. but none of this was surprising

for what I may normally eat.

and crisp. I added a little protein with my favorite cottage cheese brand Daisy

C Culture Amp

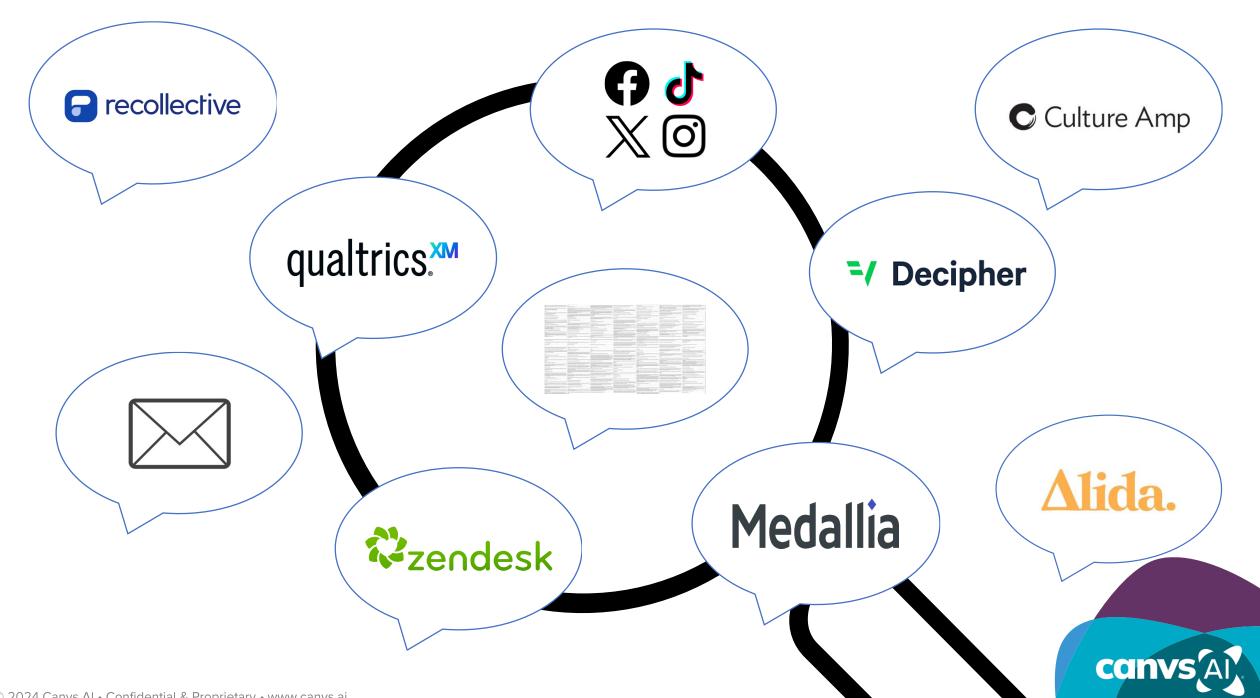
since they're unhealthy and high in sodium. I don't season a ton with salt when I cook. Just enough t It made me feel good. It's been about a month since I had Chick fil a and I was craving their fries and

there are many sour cream/dairy-based pasta dishes out there that could compete with it.

felt great because it was really good and not expensive

omewhat tasty. I like the combo of veggies and peopers on the pizza. But it was very salty

canvs Al







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

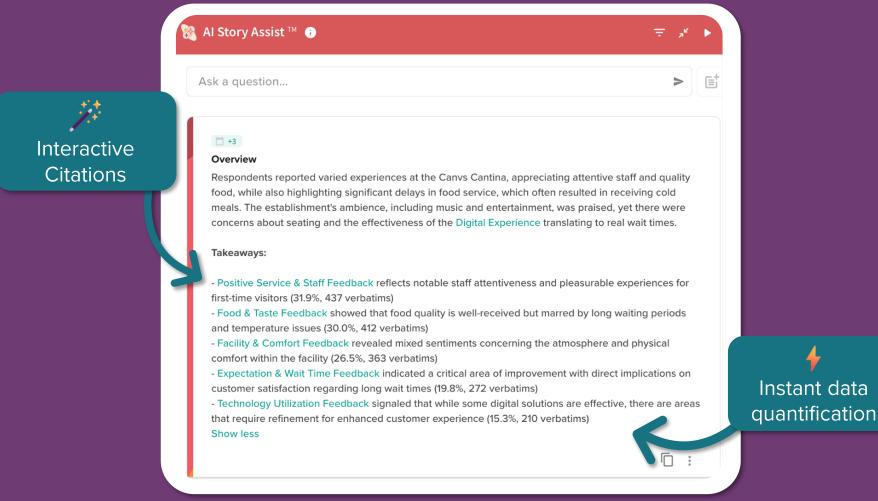
This is when an Al system produces false or misleading information presented as fact.





New Canvs Al Story Assist™

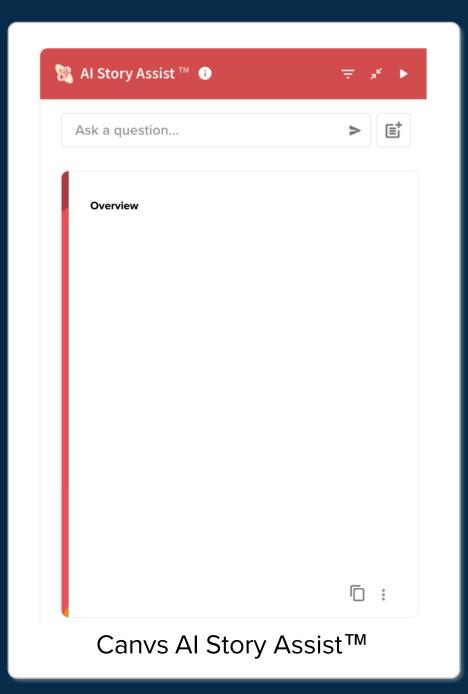
High-Trust AI for Insights



Exclusive
Quirk's Event
Preview!

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

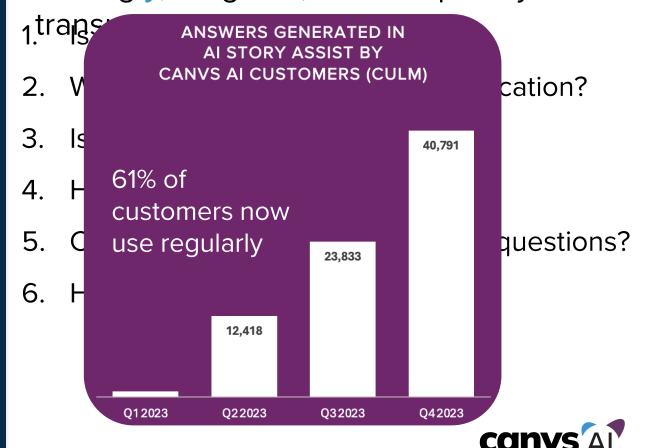


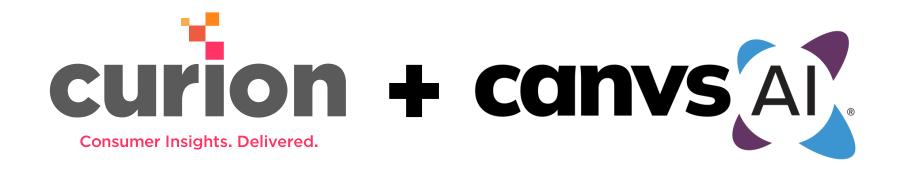


Ganvade Steryndsaist

Your hand in a signification co-pilot alongside

 Operating at scale now across major research and Strategies insightful and completely





Client Since 412 775,186 2021 Canvs Al Projects Verbatims Analyzed



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.



Identify Needs & Wants

Discover undeveloped whitespace opportunities and Identify blue ocean strategies.

- FuelXP™
- Ideation
- Seamentation
- Co-Creation

RENOVATION XP (5)

Continue Delivering Results

Reassess and enhance product performance with revised explorations and reinvention.

- Curion Score™
- PROP™
- Discrimination Testing
- Curion QDA®



DEVELOPMENTXP

Conceptualize Breakthrough Ideas

New product prototypes and trial techniques built to break the boundaries of innovation.

CLTs / HUTs

QSITM

- Curion QDA®
- BluePrint™

COMMERCIALIZATION XP 4

Perform and Optimize

Develop product marketing and emotion-led advertising to engage consumers for optimum performance.

- Brand Tracking
- Claims Testing
- Naming Research
- Shopper Journey

VALIDATION

Build Confidence In Your Launch

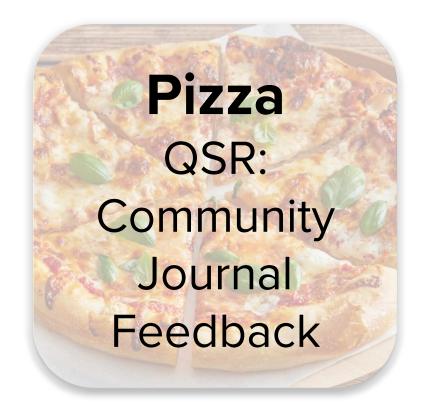
Interpret the authenticity of the product idea with testing, resulting in clarity for market preparation.

- Curion Score™
- Acceptance Testing

- LifeLabs™
- Category Benchmarking



3 Case Studies x 3 Vertical Use Cases









Pizza QSR Case Study

Community Journal Feedback

CURION Approach

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

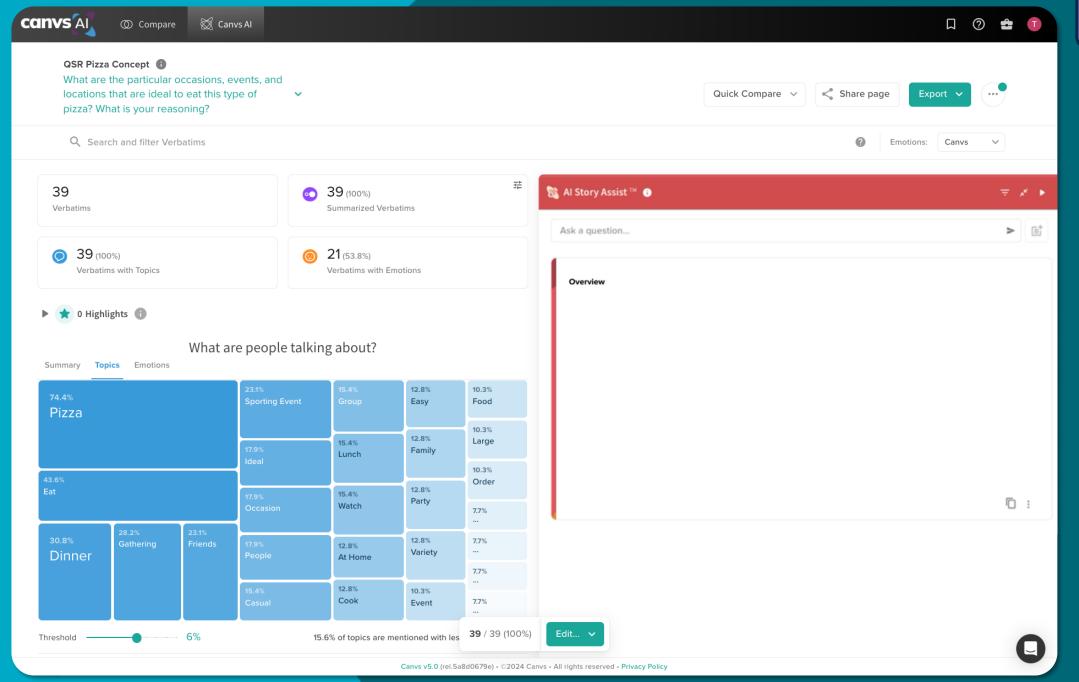
- Identify key attributes when choosing QSR pizza.
- Explore likes/dislikes about the client's pizza vs. competitors
- Identify branding strategies for differentiation and essential features.
- Examine the digital ordering process and factors affecting retention.

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.

How Canvs Was Used

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





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 Al 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

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:

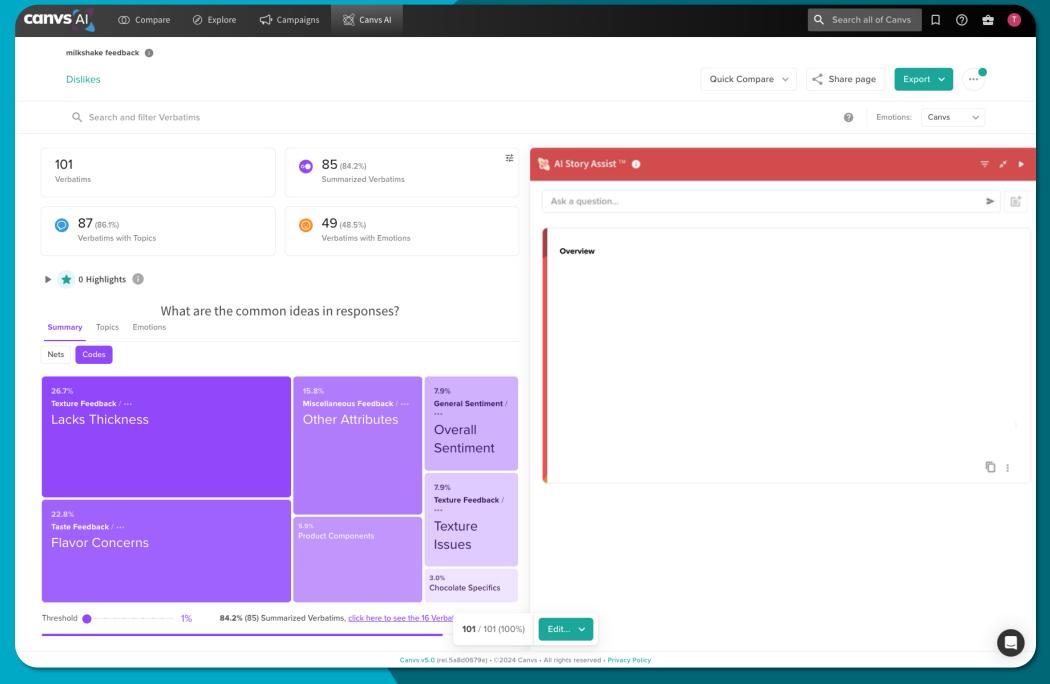
- Initial blind taste tests assessed consumer preferences for various classic shakes without mix-ins.
- Participants then chose their favorite base flavor and sampled it with various mix-ins, rating the complete product experience.
- Finally, consumers selected the flavor and mix-in pairings they preferred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

Objective

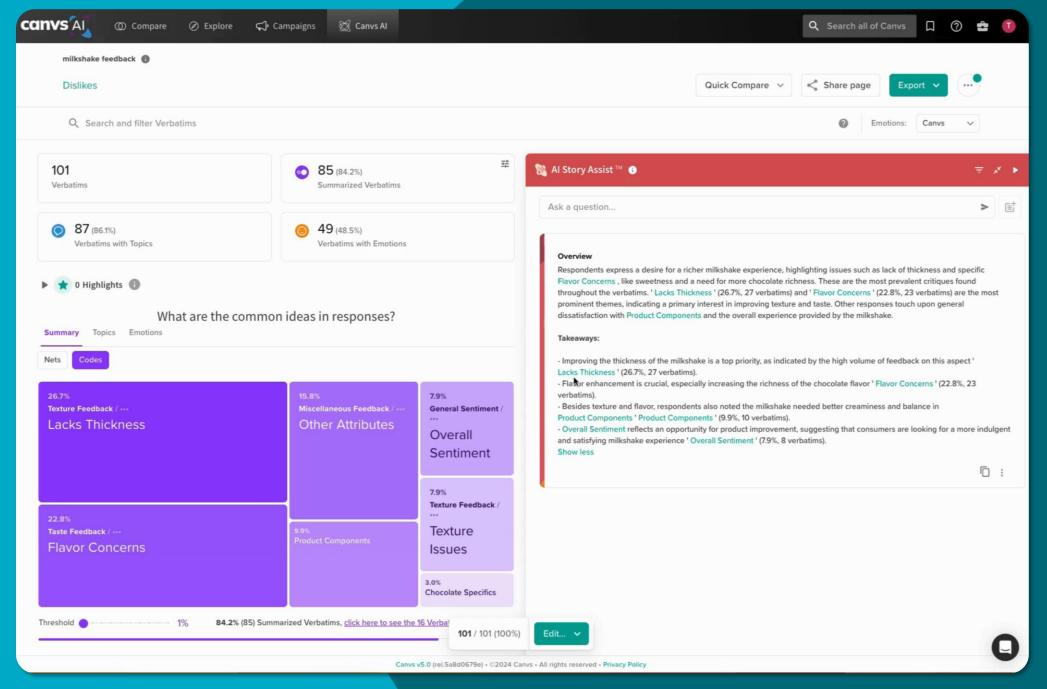
Prominent quick service restaurant facing declining sales of flagship milkshake offering hired Curion to identify the causes and stabilize business, while also exploring reformulation opportunities to attract younger consumers.

How Canvs Al Was Used

- Canvs Al 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 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 Al Insights

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

Fragrance Case Study

HUT Feedback

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.

Objective

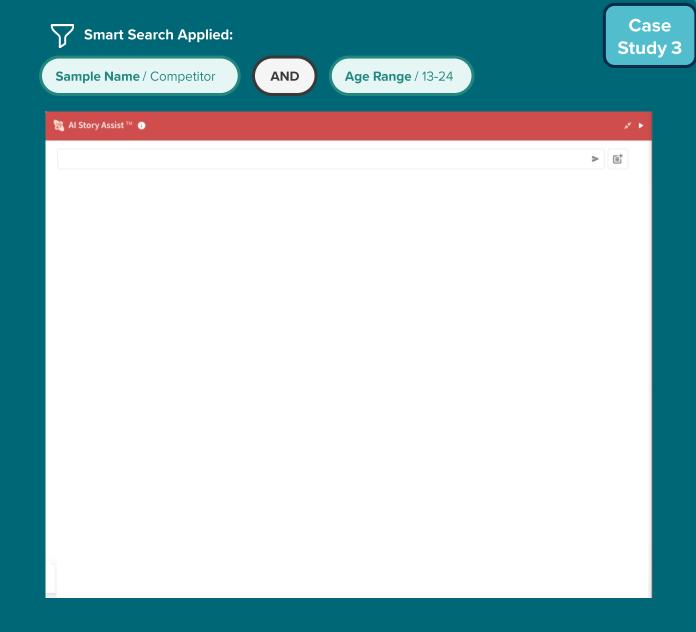
A top fragrance producer aimed to add a new scent to their premium line, evaluating four prototypes against their current product and a key competitor, focusing on their appeal to 'next gen' users aged 13-24 and the reasons behind their preferences.

How Canvs Al 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

"Next Gen" Age Group: Competitor

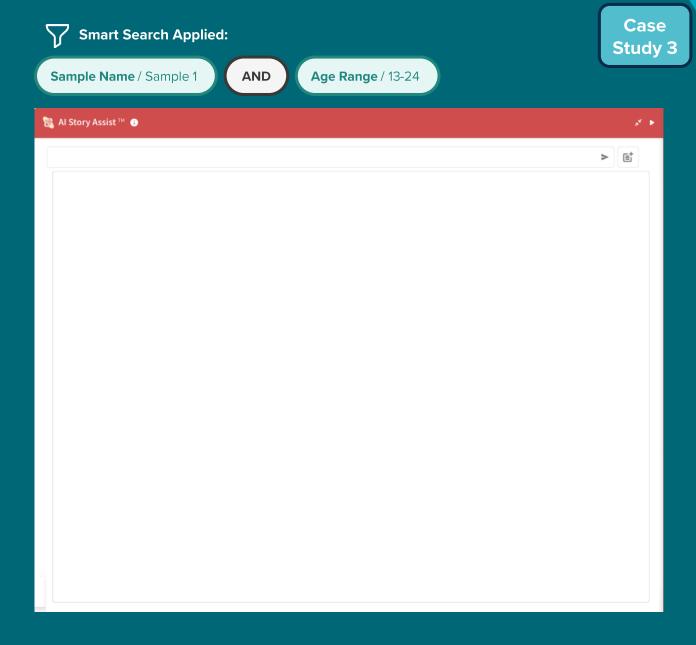
Research co-pilot quickly revealed key performance limitations of the in-market competition.





"Next Gen" Age Group: Winning Test Sample

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





Fragrance Case Study

HUT Feedback

Research Outcomes

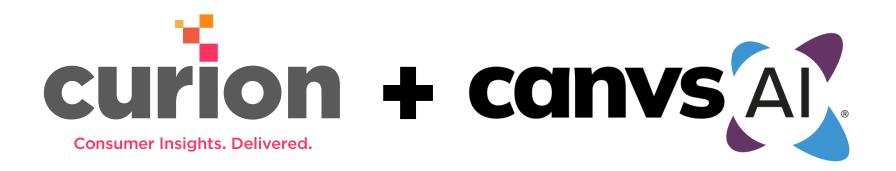
• Detailed report recommended a prototype for launch, highlighting emotional impacts and areas for enhancement, particularly regarding scent strength and youth appeal.

CURION Impact

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

Canvs Al 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 efficiencyEasy to learn and start using

Benefit 2

Dynamic,interactive dataexploration

Happy stakeholders

Easy to be an expert

Benefit 3

Accelerated insights
Gives you the

story in seconds



Don't Miss Curion On Stage!

March 26th, 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 Lochinkski | Bissell Consumer Insights Manager



Michael Nestrud, PhD | Curion VP, Research & Innovation







Thank You!

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

Scan code to enter our drawing for Canvs Al AirPods!



