



HEART

YOU GET A SURVEY,

**AND YOU GET A
SURVEY,**

**AND YOU GET A
SURVEY!**

EVERYONE GETS A SURVEY!

Consumers are drowning in survey requests

121

Average number of emails a person gets per day

5-30%

Average response rates

70%

of brands rely exclusively on surveys for feedback



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When asked to describe their home

30% Bad data

2-3 Panel companies

Fluffy

Yftf

Because this is how I feel


TI I will be back at the office today

Good morning I hope you had a great day

Good morning my love bug

Pizza with anchovies oysters and jalapeno peppers

Nsnagoahvjs sowobwys jeoenvwbow die my veis

A group of five people, three men and two women, are walking through a modern shopping mall at night. They are all smiling and appear to be enjoying their shopping trip. They are carrying several colorful shopping bags. The mall has a contemporary design with large glass windows and warm lighting. The background is slightly blurred, showing other shoppers and store displays.

Feedback powers
innovation and business
growth

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H E E A R T

A simple framework that emphasizes the **human** and **empathetic** aspects of research

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Humanizing the Survey Experience

A woman with a black and orange patterned headwrap is sitting at a desk, smiling broadly at a laptop. She has her hands clasped in front of her. The background shows a simple office or home workspace with a framed picture on the wall and a lamp.

Humanizing

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H E A R T

Empowering Modular Conversations

Empowering

RIVAL Wed, Oct 4, 2023 10:11 AM

Thanks for clicking over 🖐️

As a Woodside Homes owner, your journey is important to us.




Roger Gannon, Woodside Homes COO, would like to share a brief message about what your relationship means to us!

H E A R T

Authenticity in Community Building

Home Activities Discussions Summary

Welcome Jason ▾ Page Options ▾



STUDY INFO


Welcome to the Home Study 🏠

First and foremost, thanks for being here! We are really excited to spend the week with you exploring your homes.

At Chesmar Homes, we truly believe that your home should be your sanctuary - a space as unique as you are, equipped to help you and your loved ones live a little easier. Your valuable feedback from this study will be used to help us continue to design homes that allow you to live your best life!

IMPORTANT STUDY DETAILS:

- Study will be open for 2 weeks **September 14th - 28th.**
- Study is broken up into 'activities' and should take you ~90 time to complete
- **ALL activities must be completed** to receive a \$150 Amazon gift card



J
Jason Jacobson

In the upcoming week, we will be exploring the topic of your home. I am eager to engage with your insightful posts and videos. I deeply appreciate your willingness to share and allow me to learn from your home living experiences.

We encourage you to express yourself openly and honestly, as there are no right or wrong answers your posts. Rest assured that your privacy is of utmost importance to us. Your posts will remain confidential and will be reviewed solely by me, the moderator, ensuring that they are not visible to other members within the community.

And last but not least, have fun!

STUDY ACTIVITIES

Start Here!


Must be completed **FIRST** before moving onto Home Tour activities

Next Activity

Home Tour Instructions

- Imagine yourself as the host of a popular HGTV show, where your home takes center stage!
- Get ready to showcase different areas of your home and tell the story behind them.
- Don't worry about your home being perfect! This is not a competition. And we're deeply interested in how you truly live in your home.
- Can be completed in any order you choose, at any time throughout the week
- Can be submitted either by video and/or photo (with an additional commentary box at the end just in case you missed anything)
- If choosing **video**, please make sure you are talking us through the tour in terms of likes/dislikes
- If you choose **photos**, please make sure you answer the questions in the text box


Join the Discussion



Home Trends ▾

BONUS INCENTIVE

Get a bonus incentive by completing this activity (and ALL other activities!)



Life Moments (Bonus Activity) ✓

Sep 14 - 28 • 1 0 / 0 0

Take Me on a Tour

Home tours can be recorded on your mobile and do not need to be completed in any specific order so it's more convenient for you!

- ✓ Kitchen/Dining Area
- ✓ Great Room/Living Room Area
- ✓ Owner's Suite/Bathroom/Closet
- ✓ Garage
- ✓ Front Yard / Back Yard
- ✓ Any Other Areas of Your Home (i.e. Kid's rooms, Laundry, Secondary Bathrooms, etc.)

Authenticity

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Responsiveness to Unsolicited Feedback

Responsiveness



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Tailoring to Customer Preferences

Tailoring



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How to drive
change...

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Key takeaways

- 1 **H**umanize the experience
- 2 **E**mpower modular conversations
- 3 **A**dd authenticity via community building
- 4 **R**espond to unsolicited feedback
- 5 **T**ailor to consumer preferences

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Thank you!