



# Human as North Star

Seeking human truth when innovation itself wants to throw you off course

A Quirk's Dallas Learning Conversation

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Hosted by



# Meet Our North Star Experts



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# Seeking Human Truth for Innovation: **EASY** to Say, **HARD** to Do

- It takes courage and discipline
- **Friction > Fuel\***
- Personal bias, rigid process, and business reality

*On the plus side, there is nothing more potent than when a team aligns on a human truth you can truthfully build upon!*

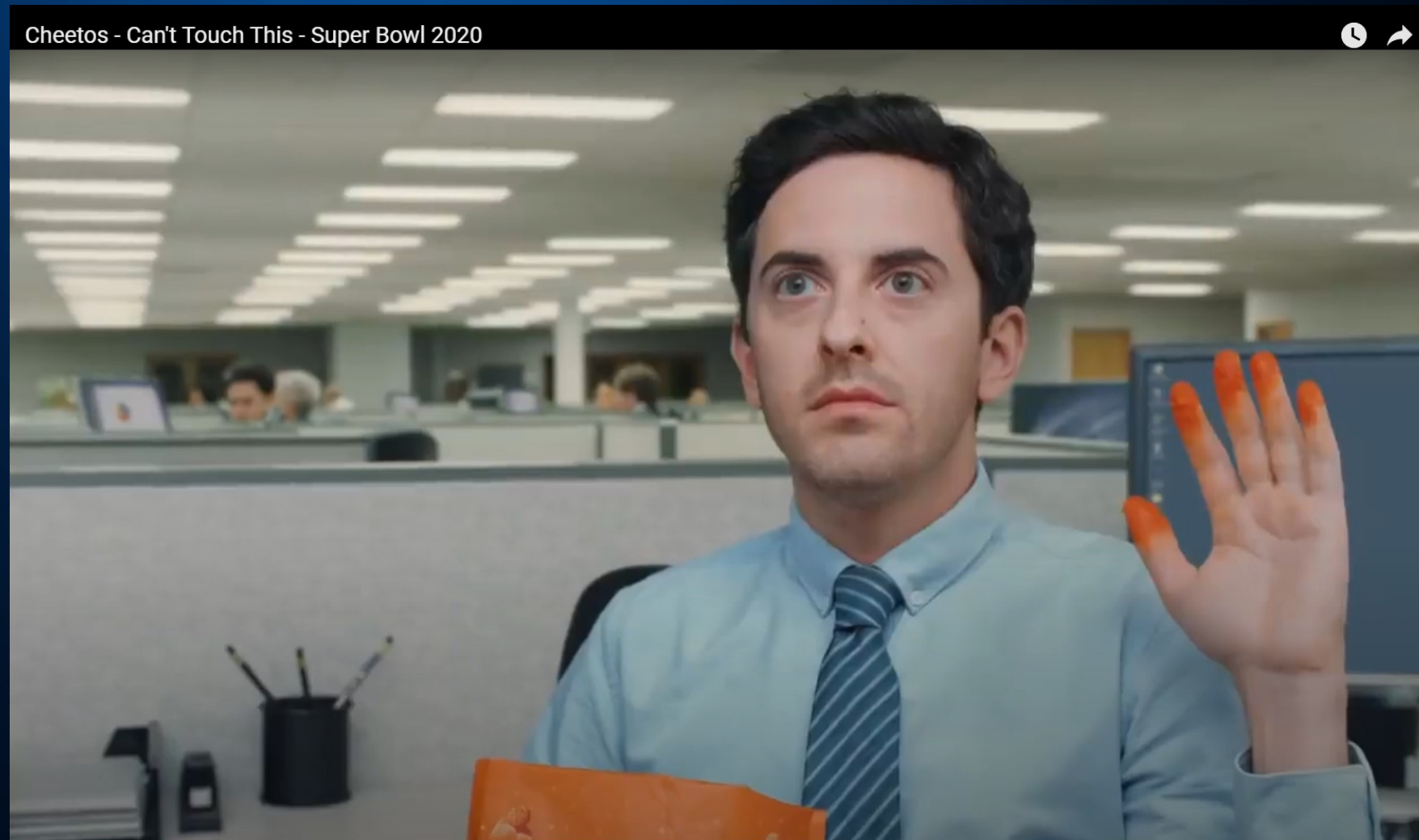


# The truth: we are not at the center of consumers lives

-  The joy and the drama in consumer's journey are better understood when coming from multiple sources: ethnography, social listening, a pinch of quantitative.
-  You don't know what you don't know: avoid validating your beliefs.
-  Innovation can go beyond - or apart from – the product.
-  Test. Learn. Adjust. Repeat.



# The truth: Sometimes a product negative can also be a strength



Let's do some  
Q&A!

We are dedicated to building solutions that bring you closer to the human experience

# So you can meet your consumers where they are

...through elegant, research-centric technology that allows you to incorporate insights earlier and more often throughout your process.

## Frequency



...and through innovative technologies, such as emotion analytics & hybrid NLP, that support a deeper understanding of your consumers.

## Depth

# Help Us Help Others

Connect with us via the conference app!



Founded in 1982, the North Texas Food Bank (NTFB) is a nonprofit hunger relief organization that distributes donated and purchased foods through a network of nearly 500 Partner Agencies and Organizations in 13 counties.

Learn more at: **North Texas Food Bank**

[www.ntfb.org](http://www.ntfb.org)



1. You "Klik" with us
2. We donate \$5 to NTFB
3. 100 "Kliks" x \$5 = \$500 = 4,500 meals

Food insecurity in Texas is above the U.S. average, according to the USDA.

**"Klik" with a  
Toluna team  
member on your  
way out or visit us  
Booth #120**





# Thank you!

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