

Agile Human Experience Intelligence™: A New Generation of Agile

The Quirk's Event – NYC, 11.01.21





Gut Check

Hearts

Humans

Empathy

Tailored

Depth

Minds

Technology

Intelligence

Timely

Scale

**We create opportunities where others force compromise
to unlock bold new possibilities.**

What You'll Take Away Today

01

What is Agile Human Experience Intelligence (HXI)

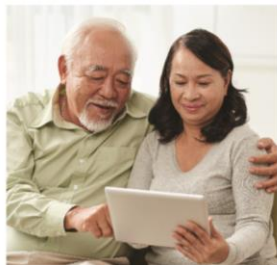
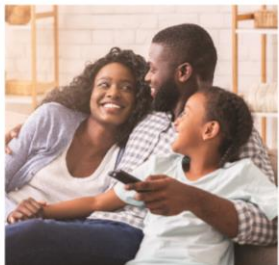
02

How deeper connections to people build brands and better innovation

03

Leveraging the power of humans and machines

Fundamentally Human



But Our Experiences Are Unique

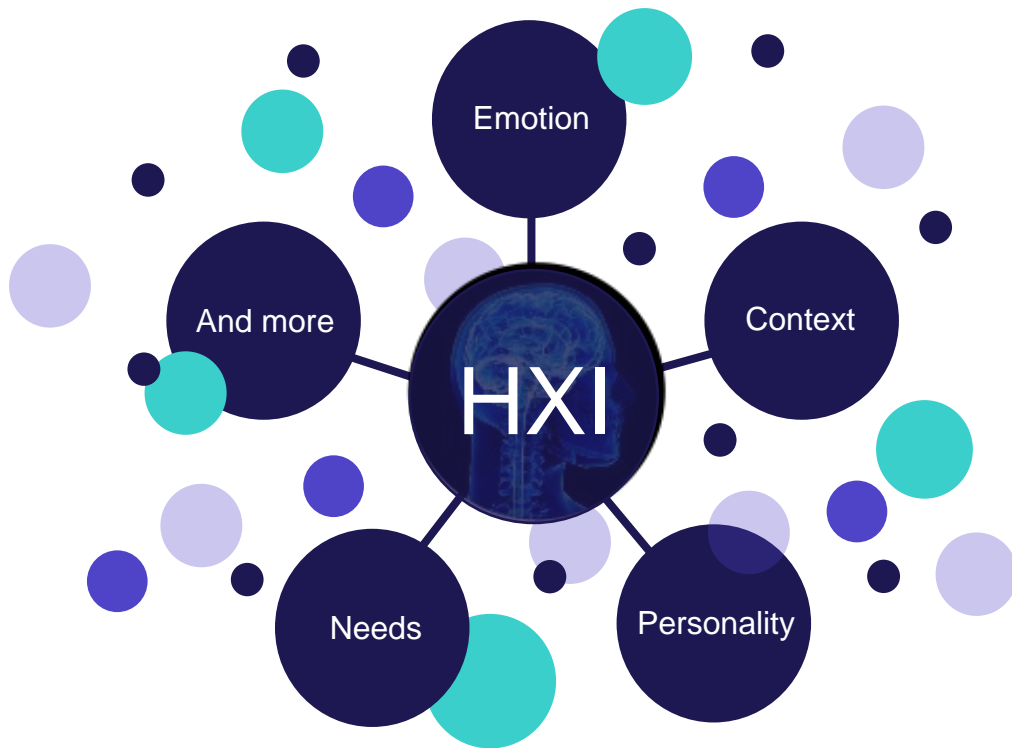


Agile Human Experience Intelligence

A multidimensional way of deeply and systematically understanding people's authentic experiences.

Rooted in psychological and behavioral research.

Enabled by innovative technologies, methods and metrics which are combined in unique and targeted ways to enable better innovation.



Truly differentiated innovation is hard to achieve

Delivering on unmet or under-met needs creates empathic...

“they get me”

...experiences, by connecting with the emotions of the people buying and using your products and services.



Why Personality & Needs Matter

OCEAN Personality Traits



Universal Needs



Self-Expression



Excitement



Curiosity



Practicality



Structure



Stability



Challenge



Closeness



Love



Harmony

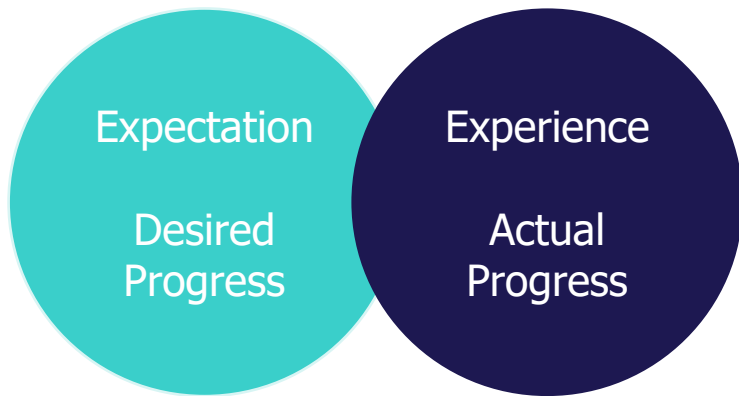


Liberty



Ideals

Why Emotion & Context Matter



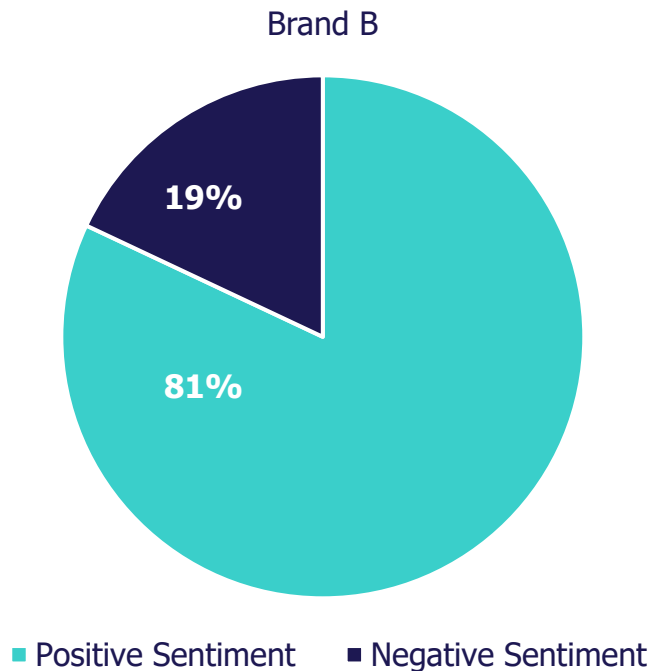
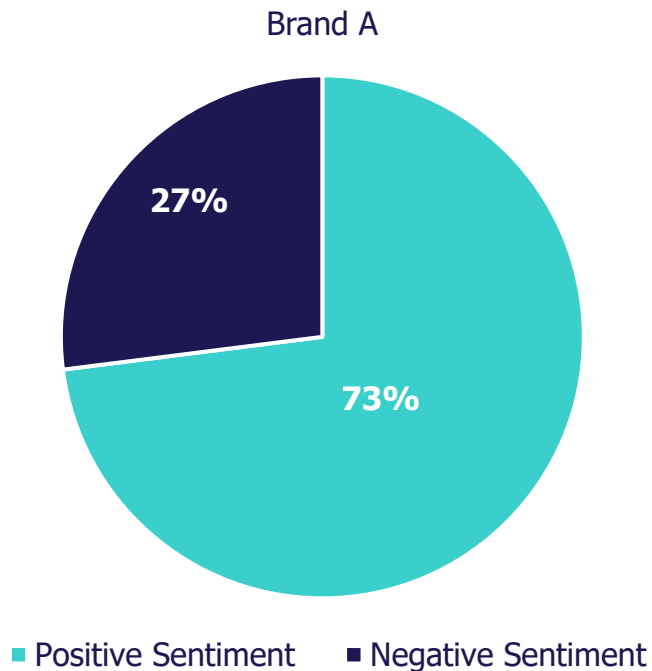
Mismatch: Needs Largely Unmet
Common Emotions: Anger, Frustration



Match: Needs Largely Met
Common Emotions: Love, Delight

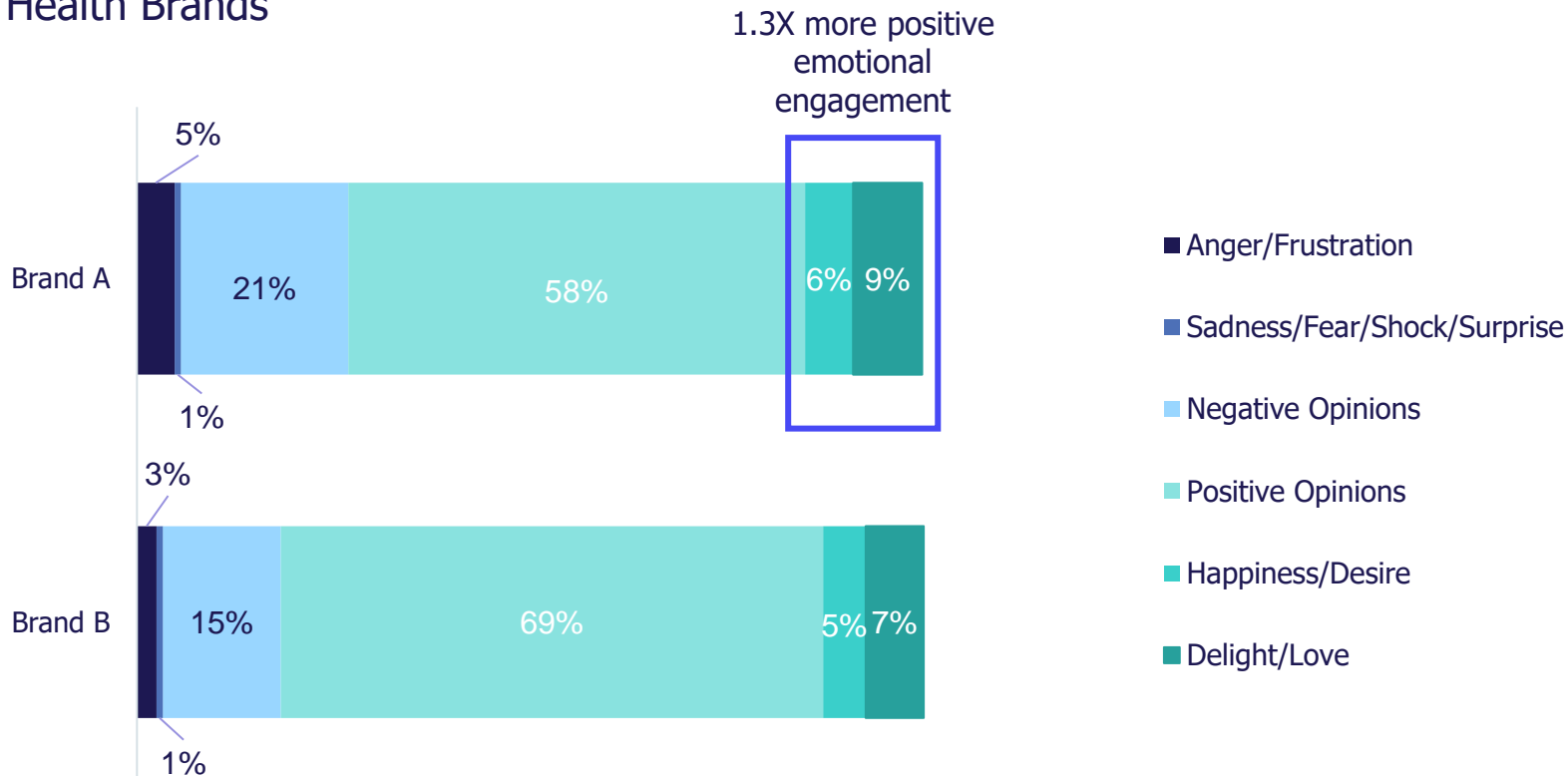
Beyond Sentiment

What Sentiment Suggests...



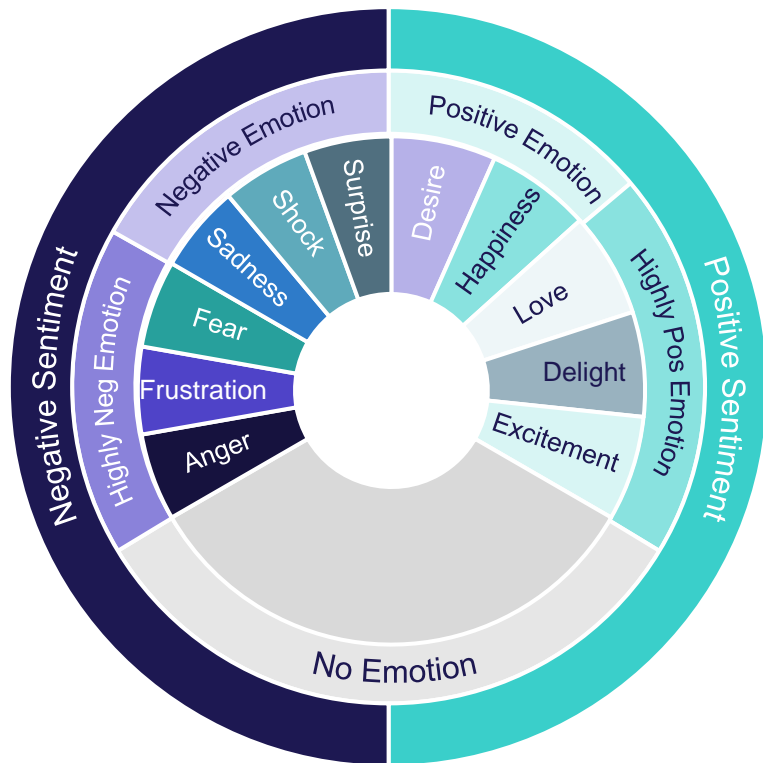
...What Emotions Tell You

OTC Health Brands



Going Beneath the Surface

Using emotion analytics, we can go below the surface of cognitive beliefs or judgments to identify specific emotions that people convey about products and services.



Sentiment

Measures a cognitive belief or judgment.

“Example: *“The bottle is actually pretty big and contains a lot of cold brew coffee! Great iced coffee for summer mornings.”*”

Emotion

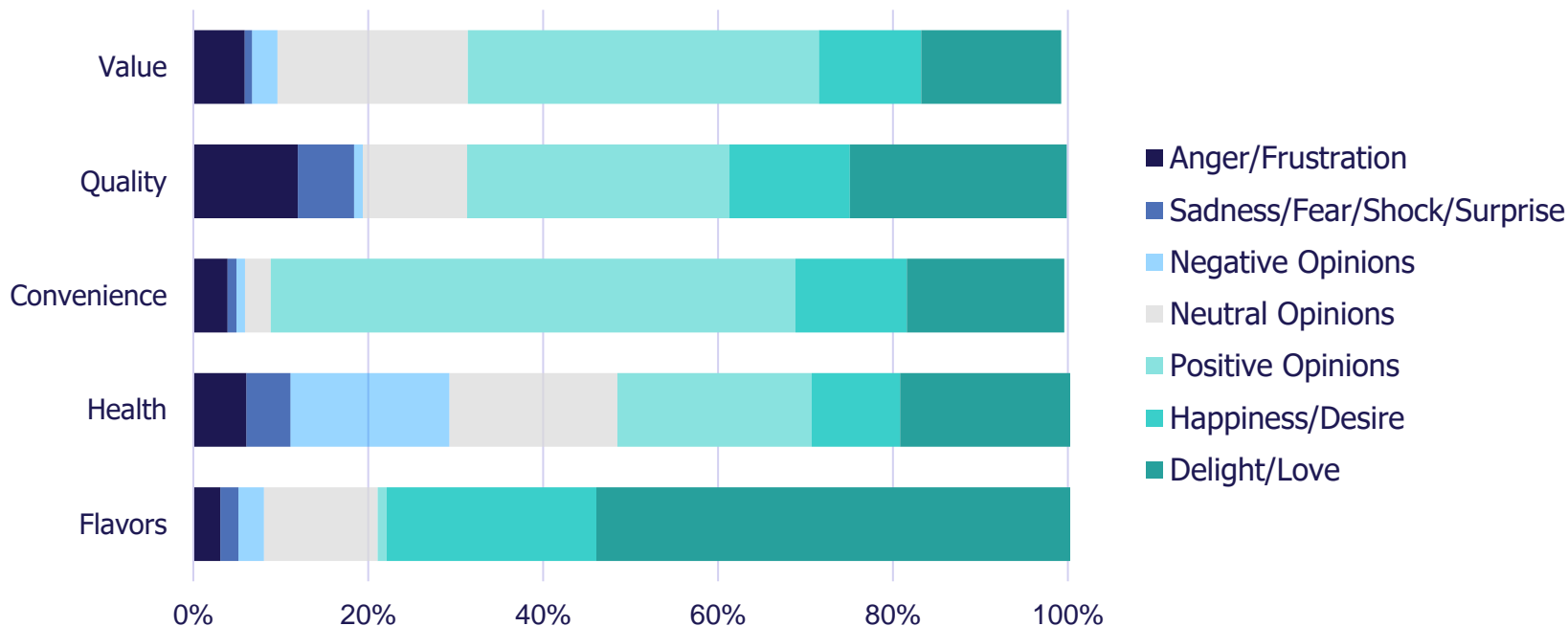
Measures an internal state of arousal.

“Example: *“I love this coffee and would recommend to anyone who wants to make at home iced coffee. My ONLY complaint is that I finish this within 2.5 days.”*”

Emotions - Love and Frustration

To Measure Brand Health (Attribute by Attribute)

Restaurant Brand



Looking “in the wild”

Qual at Scale, Organically

SCALE

Compare the robustness of
20K or 200K, or 2M+
human perspectives
versus 20-30 in traditional
qualitative

IMPROVE RESEARCH

In **unsolicited, authentic**
settings, we get greater
richness and more **context**
for understanding

ACTIONABILITY

Know precisely what to do
next, with the required
depth for decision making
and the **clarity of focus**



What are New Parents Emotional About?

Understanding the emotions new parents experience as they embark on their 'first solids' baby feeding journey is paramount to developing innovation that empathetically addresses their needs.

POSITIVE EMOTION

Important Milestones

Love, Happiness, Delight

POSITIVE & NEGATIVE EMOTION

Want What's Best

Happiness, Delight, Desire, Fear

NEGATIVE EMOTION

Information Overload

Frustration



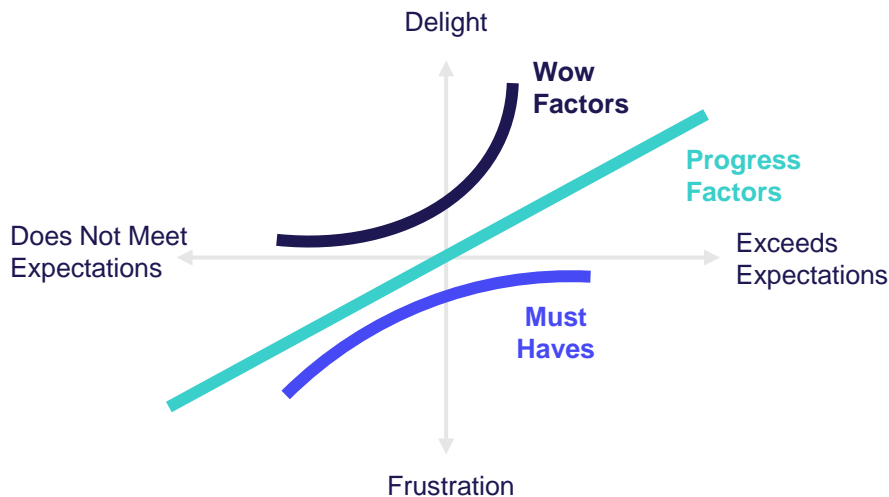
Innovate with empathy to recognize and alleviate frustration and better meet parents' needs.

I need a brand that I trust to help me do the right thing. I'm overwhelmed by all the information and advice out there. What is best for my baby? I just wish someone would make this part simple. - forums.thebump.com

- Acknowledge **that finding the right food is a rocky journey** and listen to their complaints and needs.
- Ensure the **consistency** of the baby food conveys **healthfulness and quality** to parents.
- Offer **advice and consultation** that aims to **solve their specific problem** and is catered to their baby's needs.
- **Help** find the right baby food for them (based on age, nutrition needs, allergies, etc.) and explain **why that is best**.

Feature Prioritization Framework

Prioritizing features by the pattern of emotions they evoke ensures innovation leads to an experience where needs are met, and people make the progress they desire.



Wow Factors

Delight	High
Love	High
Frustration	Low

Progress Factors

Love	High
Frustration	High
Desire	High

Must Haves

Love	Low
Frustration	High

*Note: GutCheck's emotion- and progress-based framework draws on, but modifies, the Kano framework.

Humans & Machines

Technology can do a lot....but it can't do it all

The expressions of how people feel have never been more pervasive or accessible. The potential of using this big, unstructured, unsolicited data is only realized with the right applications.

And that takes two important things:

A close-up of a hand typing on a laptop keyboard. A semi-transparent network of white dots and lines is overlaid on the image, suggesting digital connectivity or data processing.

**AI to derive
the attributes
that matter**

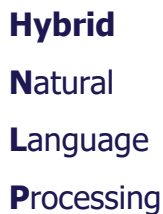
Three people (two women and one man) are sitting around a wooden table, smiling and looking at a tablet. They appear to be in a collaborative work environment.

**Humans to
help you make
sense of it**

Transforming unstructured data into actionable insights & next step recommendations.

Human Expertise + Artificial Intelligence

Structured metrics & insights, "qual at scale"



Human-Coded Rules of Meaning

Artificial Intelligence



Agile Human Experience Intelligence

It comes down to depth of understanding and making a human connection.

Agile HXI, leveraging innovative technologies (such as Hybrid NLP) and human expertise, brings our clients closer to the authentic human experience so they can innovate better.

Thank You

Visit us: The Quirk's Event: Booth 104
Online: www.gutcheckit.com