



Female Consumer Insights &
Web Usability Research

Introduction

Background

As the leading expert on marketing to women, we WomenCertified are uniquely qualified to deliver unparalleled insights along with data to identify the elements that influence her purchasing decisions. Brands then leverage the data and insight to direct resources, consumer messaging and go-to-market strategies.

In an effort to provide brands with the proper insight, we offer the following research roadmap to uncover the preferences, needs and triggers that ultimately lead to the purchase.

Methodology

A multi-phased approach will be leveraged to collect the relevant insights:

- Phase 1: Individualized, In-Depth Interviews –OR– Focus Groups (virtual and live)
- Phase 2: Online Survey
- Phase 3: Web Usability Testing

Target Audience

100% Women
Representative of US population
Additional Targeting available



Research Roadmap

Phase 1: Individualized, In-Depth Interviews (or Focus Groups)



- Understand the drivers/criteria in selecting your products/services
- Gauge the perception of your brand and its competitors
- Guide the development of the online survey

Phase 2: Online Survey



- Statistically validate interview or focus group findings
- Determine awareness
- Determine share of spend
- Determine ratings on various attributes (what does your brand want to stand for)
- Create buyer profiles (segmentation)
- Determine drivers in selecting where to shop for respective products or services

Phase 3: Web Usability Testing



- Utilize the authentic voice of the customer based on Phase 1&2 to support and test ecommerce path to purchase
- Leverage actual consumers in the purchase process to review current and proposed web based experience
- Review and report on findings

Phase I: Methodology

Individualized, In-Depth Interviews

Overview

- Individualized, in-depth interviews will be conducted, to represent your brand's customer base, in order to get a deeper understanding of how female buyers think and what drives their preferences through to purchase and beyond
- A screener detailing the target audience, will be developed by WomenCertified and approved by your brand. Once approved, participants will be recruited for the interviews or focus groups
- 5-6 Participants will be recruited for 45-minute, in-depth interviews, (or approximately 8 women for the focus groups)
- Phase 1 includes: screening and recruiting, a moderator's guide outlining the discussion, venue rental, audio/visual recording and full analysis and reporting

Potential path-to-purchase areas covered in the interview/focus groups:

- Purchase triggers
- Pre-purchase activity
- Brand/Retailer/Online consideration
- How they determine where to shop for your products/services
- Who they have shopped in the past
- Perceptions of your brand
- Drivers of satisfaction
- Post purchase activity

Upon completion of the interviews or focus groups, a topline analysis report will be delivered in approximately 1-2 weeks, which will trigger Phase 2 & 3. The insight from the interviews serve as a foundation for the online survey.

Phase 2: Methodology Online Survey

Overview

- Based on the in-depth interview findings (or focus group findings), an in-depth online survey will be conducted in order to gain statistical reliability.
- A questionnaire will be developed by WomenCertified and approved by your team.
- Once approved, the survey will be programmed and launched.
- A database of women will be used and specific targeting determined based upon needs.
- Survey will result in approx. 1,000 completed responses which is recommended in order to create customer profiles and provide statistical reliability on which to base business decisions. Survey includes up to 15 questions.
- WomenCertified will manage the data collection process, which will take approximately two weeks.

Potential path-to-purchase areas covered:

- Awareness
- Factors in determining where to shop for your brand's products
- Places considered/shopped in the past
- Reasons for buying your brand's products/services
- Set benchmark for customer satisfaction
- Initial development of customer segments
- Additional insight on areas uncovered by the individualized interviews



Phase 3: Methodology

Web Usability Study

Overview

Usability testing is an exploratory method of understanding how respondents perform a particular task, such as searching for a particular product or service. This method can highlight not only the path used to accomplish the task, but pain points along the way.

- Screener development
- Usability guide development
- Recruiting
- Moderating 8 interview sessions
- Digital data capture
- A comprehensive written report complete with **recommendations, user quotes and highlighted video clips that map her path-to-purchase**

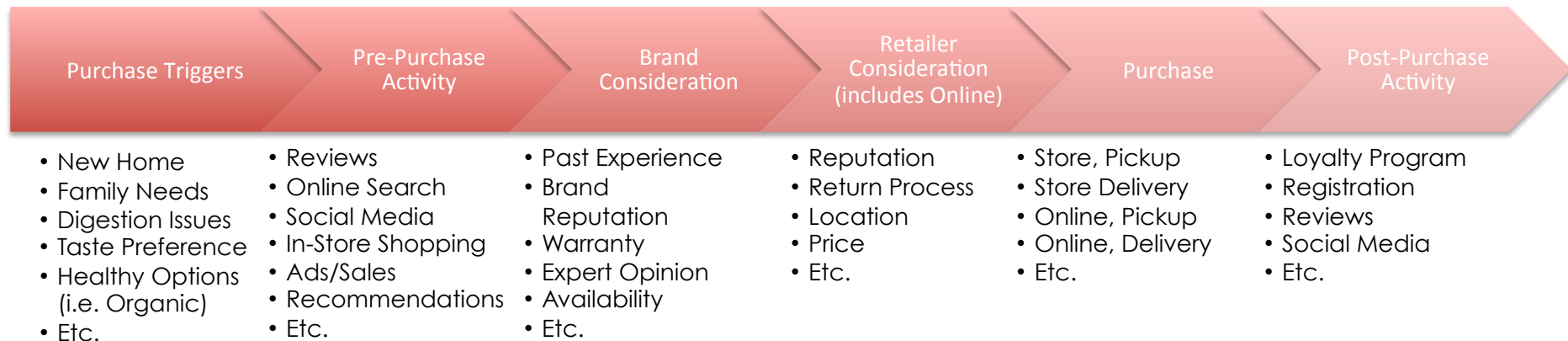
Digital Data Capture to Include:

- Morae™ screen capture software and a webcam will be used to provide picture-in-picture display (PIP) and recording of the user's screen activity and facial reactions.
- Two 22" LCD monitors in viewing room to display the PIP video
- Real-time "video marking" of points of interest
- Each session recorded in PIP format

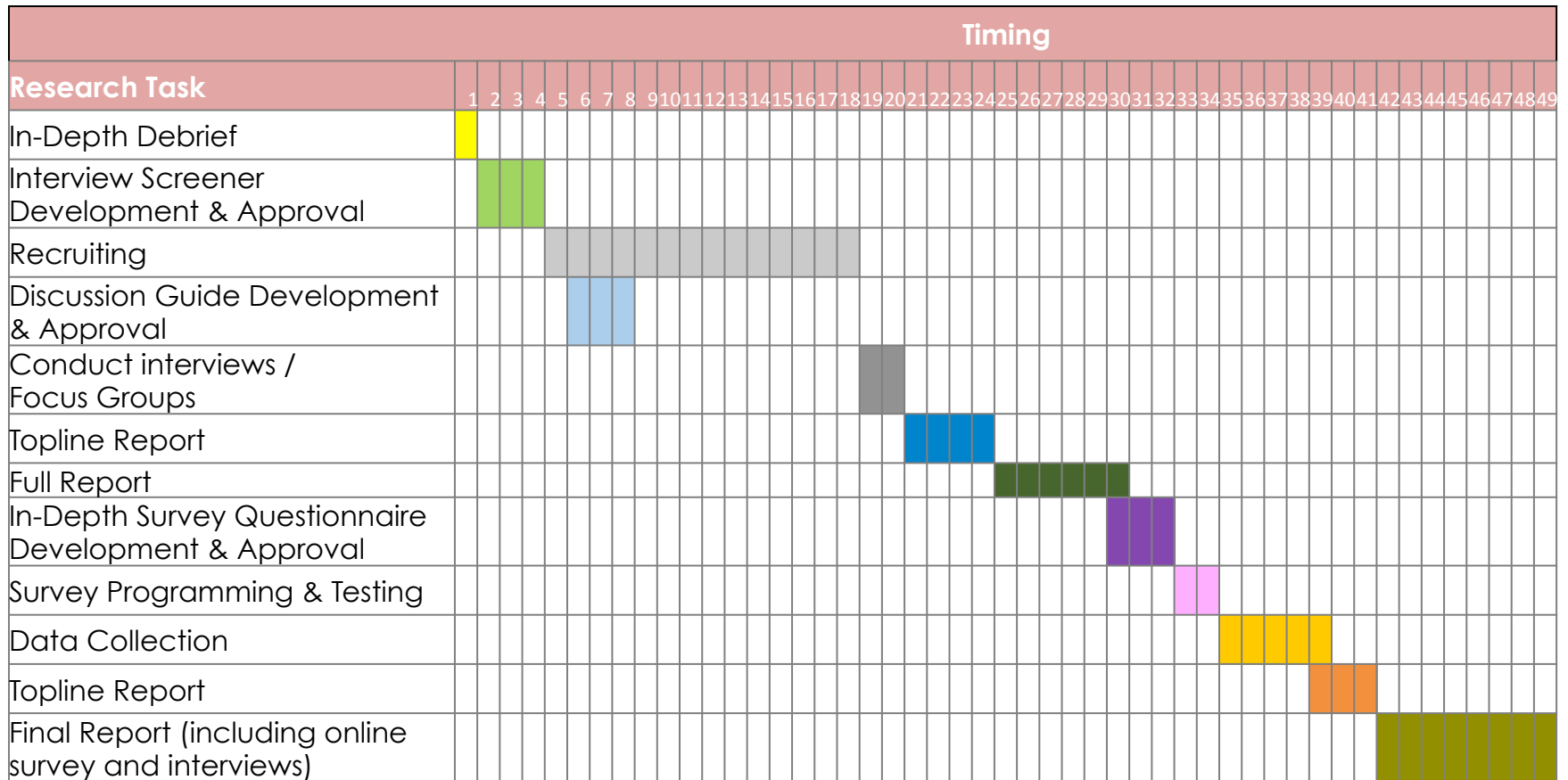
Path-to-Purchase

Overview

Based upon brand's product or service, the path-to-purchase discussion may include the following discussion points as conversation starters, for example:



Phase I & 2 Timeline*



*Phase 3 – estimated additional 6 – 8 weeks

Additional Offering

Voice Optimization: Schema Markup

Enable your site with voice technology.

55% of households are expected to own 50% smart speaker devices by 2022 ,and voice is expected to be a 40 billion dollar channel by 2022.

Marketers must understand the voice of the consumer to tap into this revenue-generating growth opportunity.

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For a small additional cost, WomenCertified will include voice integration testing, voice search behavior, and key words usage throughout Phase 1-3. Cost includes a report with recommendations on Schema Markup for up to 100 website pages.



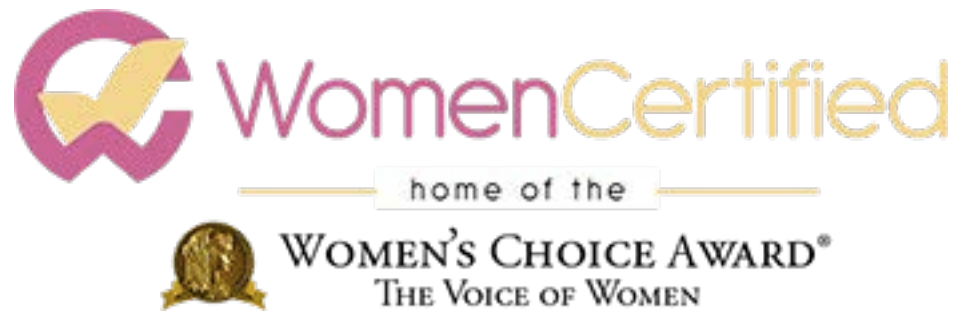
Testimonial

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The team at WomenCertified has conducted in-depth research on matters critical to our company's growth and direction. They have provided consulting advice to translate the results into valuable market segmentations and strategies. The team is highly professional and organized at every step of the project process...from initial discussions and methodology to project updates, data analysis and presentation findings. We are eager to continue working with WomenCertified and tap into their vast offerings to support our goals for consumer engagement and sales growth initiatives.”

- Bob B., Director of Brand Management

Kenmore[®]



We look forward to supporting your success!



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