

# AGILE SOLUTION BOXES



# WHAT'S AN AGILE SOLUTION BOX?



## CHALLENGE:

**Gather fast and reliable data & insights**

Agile teams need solid insights on future customer behavior, at crucial points of the innovation and marketing process.

This on the one hand requires qualitative insights about the needs and motivations of the target group, as well as valid quantitative data on the potential of new ideas and concepts.

But classic research is often time consuming and does not fit in the tight timeline and budget constraints of an agile working team.

## OUR GOAL

Provide actionable insights on future customer behavior fast and valid, that is cost efficient and easy to use for innovation and marketing teams.

## AGILE SOLUTION BOXES

To achieve this goal, we combine the benefits of research automation with our behavioral economics expertise providing you with a full-service product. We call it Agile Solution Boxes, because we want it to be as easy as buying a boxed product in a shop. All you need to do is give us a short description of your business case and your most pressing questions, and from there on in we'll take care of the rest! And at the end you'll receive a concrete recommendation. In other words, you'll get clear advice about how to best reflect customer behavior in your product and marketing innovations, for a successful go-to-market approach.



# BENEFITS



## Fast

Build on our expertise and panel resources we can provide you with reliable and valid feedback for your business case within just one week. For very urgent and focused topics we can even provide results within 48 h.



## Easy

Contact us with your business case and from there on we'll take care of the rest. So that you'll have your hands free for your daily business. We'll get back to you with insightful results presented in a personal web session, where you can turn insights into action immediately.



## Valid & Reliable

State of the art research methods combined with behavioral economic expertise.

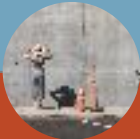


## Small Budgets

The benefits of digitalization combined with a well selected process allows us to offer high quality for small budgets.

# AGILE SOLUTION BOXES

## Innovation Boxes:



Product / Service Improvements



Early Proof of Concept

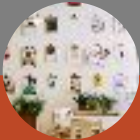


Concept Pretest

## Marketing Execution Boxes:

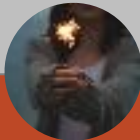


Design Effect



Advertising Insights

## Inspiration Box:



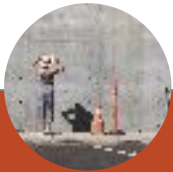
Inspiration

## B2B Target Group Box:



B2B Insights

# PRODUCT BOXES



## Product / Service Improvements

**You want to understand...**  
more about the needs of your target group and what the drivers and barriers of your concept ideas/products are?

**How we do it:**

**Qualitative Online Community:**

An in-depth exploration of needs and motives during one week with n=30-50 respondents

**Small target group:** n=30 5-20% incidence

**Mainstream target group:** n=50 above 20 incidence

12.490 €



## Early Proof of Concept

**You want to decide in an early stage...**  
whether your product idea is worth investing money in product development phase?

**How we do it:**

**Quantitative Idea Exploration:**

N=1,000 national representative sample  
10 min. questionnaire

9.490 €



## Concept Pretest

**You want to decide...**  
which product concept to launch or develop further?

**How we do it:**

**Quantitative Online Study:**

Solid state of the art monadic (A/B) Test with n=80- n=200 respondents per concept (2 monads incl.)

**Small target group:**

2 test groups n=160 5-20% incidence

**Mainstream target group:**

2 test groups n=200 above 20% incidence

7.490 €

+2000 €  
(for each additional  
concept)

# MARKETING EXECUTION BOXES



## Design Effect

**You want to decide...**  
which product / package design best fits the  
brand strategy?  
which ad is most promising?

### How we do it:

#### Quantitative Online Study:

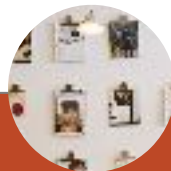
Solid state of the art monadic (A/B) Test with n=80-  
n=200 respondents per concept (n=160 or n=400 in  
total)

**Small target group:** n=80 5-20% incidence\*

**Mainstream target group:** n=200 above 20%  
incidence

**8.490 €**

+2000 €  
(for each additional  
concept)



## Advertisement Insights

**You want to understand...**  
which story / communication Strategy is the  
best way to launch or relaunch your  
product?  
How to position your product in contrast to the  
competition?

### How we do it:

#### Qualitative Online Community:

An in-depth exploration of needs and behavior  
during one week with n=30-50 respondents

**Small target group:** n=30 5-20% incidence\*

**Mainstream target group:** n=50 above 20% incidence

**12.490 €**

# AGILE BOXES



## Inspiration

### You want to learn...

what can be improved?  
where are unmet needs?  
what could be a feature of the next generation of product?

### How we do it:

#### CXLive Self-Ethnography

An in-depth visual usage and customer behavior study – real life impressions based on photo journals and questionnaires.

**Small target group:** n=50 5-20% incidence\*

**Mainstream target group:** n=100 above 20% incidence

10.990 €



## B2B Insights

### You want to understand...

something in particular much better or you need to make a decision but have a very small, exclusive, hard to reach target group (below 5% incidence)

### How we do it:

#### Qualitative Focus Groups & Insight into Action Workshop

An in-depth exploration of needs and motifs in 2 Focus group sessions with each n=4-8 participants and an Insight into Action Workshop.

11.990 €

# PROCEDURE



**You contact us ...**  
with a short briefing  
of your business case and  
your  
most pressing questions.

**We'll advise you ...**  
which box approach and  
sample size fits best to  
your needs and send you  
a proposal.



**You give the go...**  
and send us back the signed proposal or PO-number plus any  
stimulus material (advertisement,  
concept, mock-up) you want to test and the project  
gets going.



**The project starts with a ...**  
personal web meeting where we gather all the  
information we need to design the research and to be able to  
give you  
a clear recommendation at the end.



## Research process:

Questionnaire / Guideline  
Sampling & Data Collection  
Quality Management  
Behavioral Economic Analysis  
Reporting



**After 7 days...**  
we'll present you the results and our recommendations in  
a web meeting. You'll also receive a focused,  
insightful report that helps you turn the insights  
into action STRAIGHT away.





# QUALITY ASSURANCE

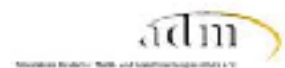
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## Quality Assurance

- Editorial principle – always checked by four-eye-principle in all phases of project
- Behavioral Economics Toolbox - ensuring a scientific proven research approach
- Telephone and written briefing - of the field partners
- Soft launch and fieldwork - 10% of sample and data checked before full launch
- Moderation by experienced in-house researchers
- Professional translation in respective languages
- Fieldwork monitoring and data check and control - Plausibility checks / controlling fieldwork reports / controlling the sample
- StraightONE - applies the quality standards of ISO 20252, ESOMAR, BVM, ADM



# ABOUT STRAIGHTONE

## **MAKE IT MATTER.**

### **Analyze, Predict and Move Customer Behavior.**

StraightONE is an agency for Customer Behavior and Agile Research.

Our work is only successful if it contributes directly to your economic success. So we measure ourselves on providing you with information and solutions that make it matter.

We do not only deliver insights - with the help of Behavioral Economic Effects and Design Thinking Methods - we are able to provide relevant and ready to use results that positively move customer behavior.

We provide our solutions in the following areas:

- Innovation
- Design
- POS & Pricing
- Loyalty

**StraightONE |**  
**Customer Behavior and Agile Research Agency**



AGILE  
SOLUTION  
BOXES

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