

CONFIDENTIAL

Capturing user's usage behavior with Smartphones

My Diary Survey

For further detail:

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INTAGE INDIA Pvt. Ltd.

My Diary Survey

A diary-style survey can be utilized to capture emotions and situational details at the moment and location of product usage or action. This method is ideal for understanding consumer behavior and their vivid feelings when interacting with products or encountering information such as TV and advertisements

Daily Survey

About this survey

[Note: This part of the explanation appears on the previous screen in the production.]

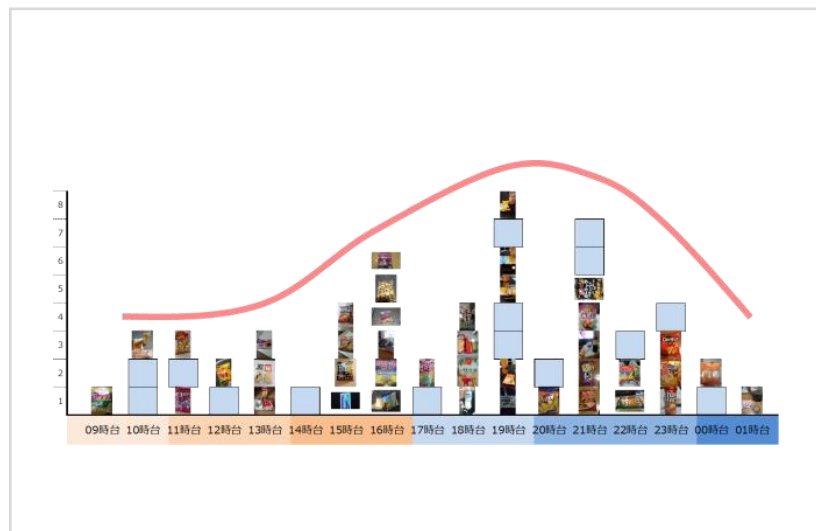
We would like to ask you about your daily meal: breakfast, lunch and dinner, excluding snacks. Please take a photo of your meal before eating, and answer the questions after eating. Enjoy your meal!



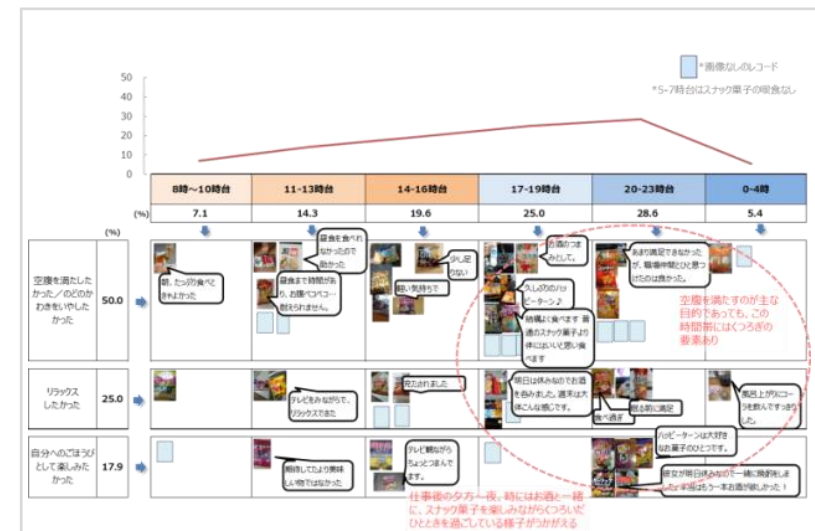
The survey period is from 1/7 to 1/20. To complete a response, you need to answer it at least 5 times in 14 days.

Bookmark
Start

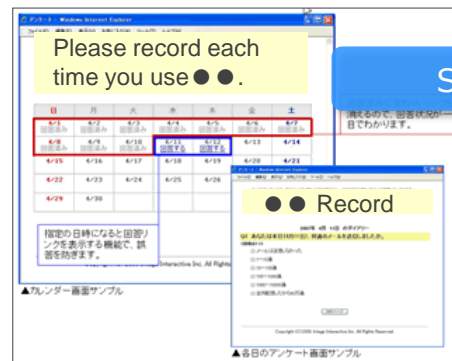
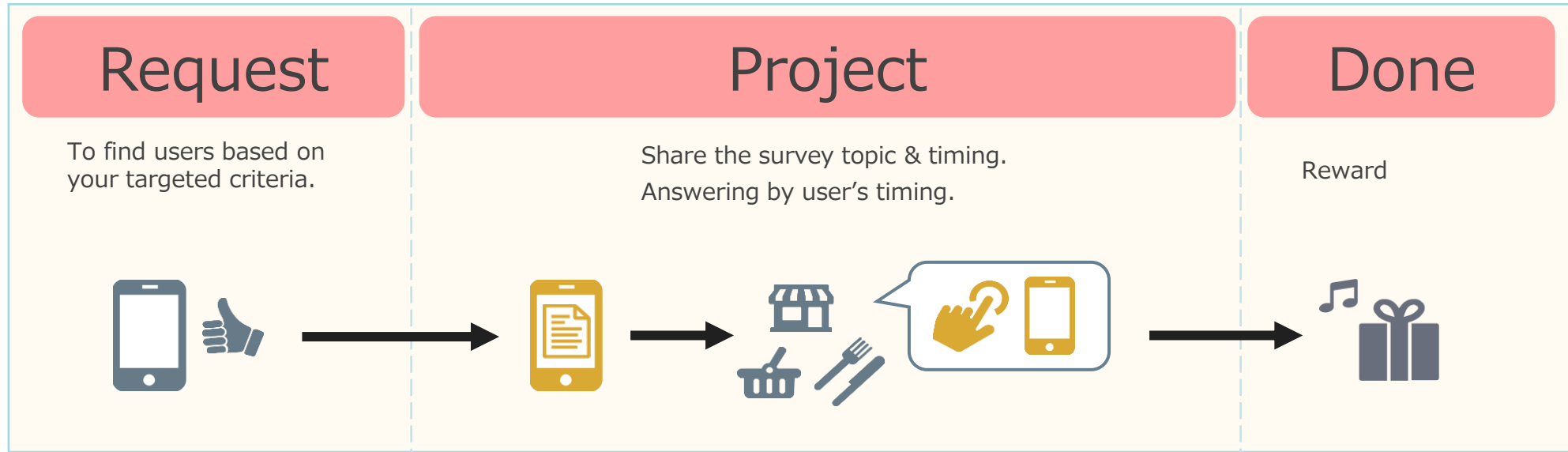
Details : Usage behavior (Needs by time)



Identify needs



Project Flow



You can ask the users follow-up questions when they give a specific answer



Follow-up Photo & Video questions are possible

Case study



To understand a new occasion for the product.

The diary survey showed us the needs for “a reward for oneself” are also expected in this category and the satisfaction level at the time of actual eating is high. From this insight, the client changed the product concept which is mainly focusing on “**a reward for yourself**”.



To develop a new target audience for the product.

The diary survey showed us that men in their 30s use brand A and they often carried and used it at their workplace. From these insights, the client started considering a new **package concept for easy-to-carry products**.



To better understand the brand product’s sub-categories.

The diary survey showed us that a brand’s sub-category met the same consumer need of “helping to relax” as another different sub-category. They started considering **to develop sub-categories with new benefits addressing different consumer needs from existing sub-categories**.

Looking forward to working with you

Create Consumer-centric Values

お客様企業のマーケティングに寄り添い、共に生活者の幸せを実現する



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