

ExperienceBoards™: Uncovering Emotions and Subconscious Motivators in the Customer Experience

People struggle to tell you about their emotions. They often similarly confront challenges in articulating what motivates them or what their real needs might be.

Hansa has created a unique method to enable research participants to express their deeper feelings, motivations, and reactions to products, brands, and their customer experience. Our ExperienceBoards™ technique provides an opportunity for people to discover their underlying feelings and thoughts which may not have been readily available in their consciousness.

Hansa ExperienceBoards™ is a proven method for use in focus groups or in-depth interviewing to elicit rich insight on how people are experiencing a brand, product, or service encounter. It can be applied in a wide variety of B2B or B2C research applications.

ExperienceBoards™ employs a facilitator-led process whereby the research participants use drawing techniques to tell their story or describe their reactions.

No artistic skills are required. The power of the technique is the way in which it enables participants to discover feelings that they may not have realized they had.

Hansa professional facilitators apply honed processes for eliciting the stories behind the pictures and developing the insights useful for brand and customer experience enhancement. Unlike other methods that might require participants to select from pre-existing pictures to tell their story, ExperienceBoards™ forces participants to delve into their own feelings and develop their unique individualized story.

Hansa has applied our ExperienceBoards methodology to business and marketing issues in industries as diverse as medical devices, financial services, retail stores, industrial products, among others.

Sample ExperienceBoards™ Output



Specific applications for Hansa ExperienceBoards™ include:

- Concept reactions.
- Product/service innovation.
- Supplier relationship feedback.
- Customer service improvement.
- And much more.

The Hansa difference: Hansa specializes in brand and the customer experience. We bring key strengths in areas critical to clients and obtaining business results:

- ✓ Deep understanding of the psychology of human interrelationships.
- ✓ Senior-level consultants with decades of experience working with the world's leading firms.
- ✓ Leading edge thinking on what makes for powerful customer experiences and brand loyalty.