


Handbook • February 2021

Scenario Techniques in Market Research: When are they useful, what do they deliver?



Any chance some of the following questions are relevant for your professional environment and could impact the future of your business?

- What awaits us in the future in terms of **mobility**?
- How will we **shop** when the Corona pandemic is over?
- Will we be ready to use **online consultations in medicine**?
- How will the **spending behavior of older people** change?
- What will characterize a **consumer in 10 years**?
- How will we **travel** in 2030?

How can we help?

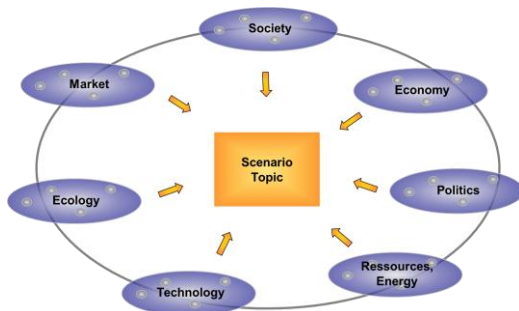
From theory to action



Building The Framework

1 Development of Scenarios by Experts & Internal Stakeholders

Screening relevant hypotheses and evaluating plausibility



First, defining the scenario framework

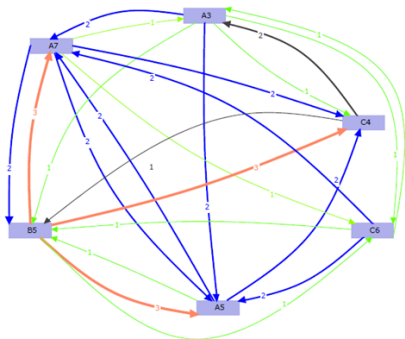
- ▶ The **scope/ topic** for the scenario analysis has to be set - detailing the problem, collecting questions to be answered
- ▶ Relevant **influencing factors** for future development are identified, structured and selected



Then, turning to the future

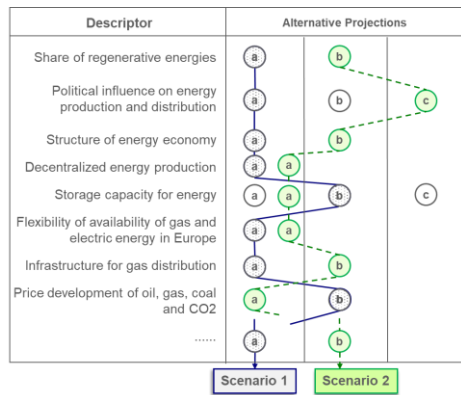
- ▶ Developing **projections**: designing possible alternative **future developments** for each influencing factor (hypotheses)
- ▶ Checking their **plausibility**

Understanding impacts and consistencies



The scenario analysis designs a system - let's understand this system

- We gauge the **impact** each influencing factor has on each other
- We identify the **factors** that **drive** future developments



Now the scenarios are formed

- We create **alternative consistent pictures of the future (scenarios)** derived from the influencing factors linked to different hypotheses.
- We choose **two to three alternatives**, but **each consistent**

Shaping the context and inner life of each scenario



Let's look at the selected scenarios

- Interpreting the scenarios and bringing them to life
- How does our topic **look like in this very future?** What **happens** there?

Preparation of materials for step 2

- Preparation of all materials in a way that they can be transformed well for **consumer & customer testing**

<https://f.hubspotusercontent20.net/hub/64975/file-15129370.jpg/future-city.jpg>
<http://media02.hongkiat.com/cities-of-the-futures/cities-of-the-future.jpg>
<https://www.forum-csr.net/>

Transformation Phase



2

How to Build Consumer-friendly Stimulus Material

Consumers need help to envision possible future realities

Visualization, drawing, sketching: any picture helps to grab the intended meaning intuitively

- We use experienced sketch artists, illustrators, graphic designers who develop immersive “landscapes”, homes, situations, shops, and many more.

Writing, wording: phrasing the scenarios in a language that feels familiar to the respective target group, that helps cognitive processing and avoids unnecessary distance

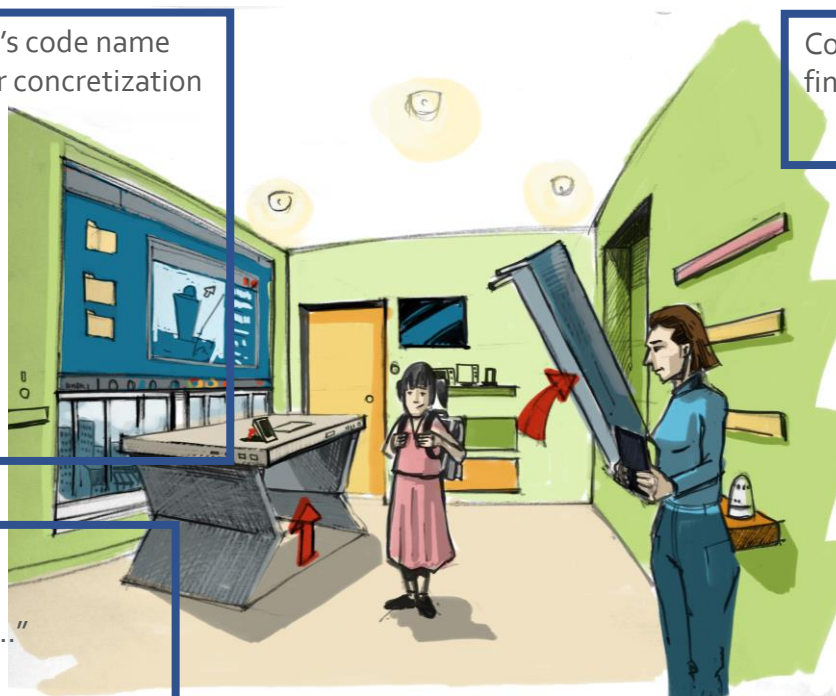
- We collaborate with talented writers, editors (no literature Nobel prizes yet, however 😊) with profound sociological knowledge.

The scenarios are fine-tuned so they can come to life

Leaving the project's code name behind, allowing for concretization with a first name to make the story relatable:

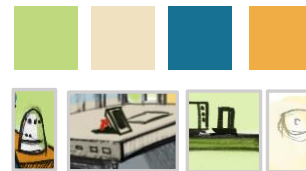
Christina
Sharon
Sophie
Katia
...

Scenario written in the style of a diary
"A day in the life of..."



Complemented by finalized illustrations

With an additional mood board to give depth (colors, textures, 3D materials, ambiance, tonality, shape, design, dimensions...) and detailed sketches



Christina

Deriving Strategies and Actions to Take

3

**Testing Among Consumers and
Anticipating Possible Behavioral Patterns**

Before assessing a scenario, consumers need to confront themselves with their own aging – because looking into the future means that we all face our own obsolescence first

- **We do not want to invite conjectures that do not engage our true Self**

It is very easy to talk about general theoretical futures without feeling concerned.

- **A first useful step is to imagine what it means for oneself, at a certain point in life**

How old will I be in 2030?
In which life phase will I be?
How old will be my closest ones (parents, children, siblings)?



Accordingly, it gets easier to imagine...

that my house loan will be fully paid,
that my children will have left home...
or that I will be entering my
professional career, searching for a
partner, have children who enter
primary school...

Then, consumers are ready to immerse themselves in this future reality as presented in each scenario – non-verbally first!



- Via a **panorama collage** representing their understanding, perceptions, feelings & emotions, consumers start to “own” the matter and **project their fears, desires onto this surface.**

- Each scenario will be rotated according to the various target groups consulted. Each one **requires time to “jump in”** and to **create the Mary Poppins life size experience.**



Avoiding rationality is key here.

Each scenario is discussed and illustrated by the consumers

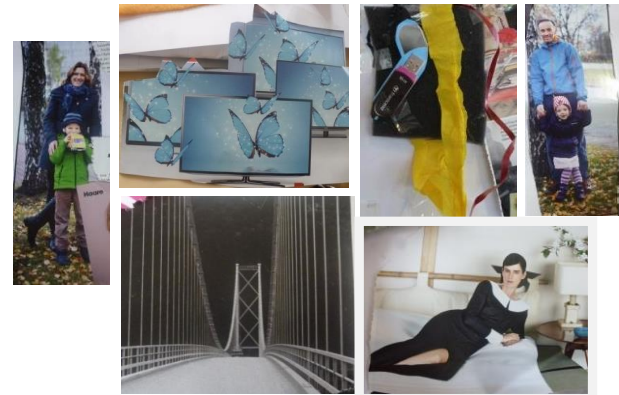
Scenario A (example)

- Boredom, status quo, no excitement
- Simple, accessible pleasures
- Handicraft, smart re/upcycling
- Cherishing togetherness and conviviality



Scenario B (example)

- Polyvalence, high flexibility required/demanded
- Use of technology to better manage private and professional life
- Burden of single parenting
- Progressive ideas welcomed

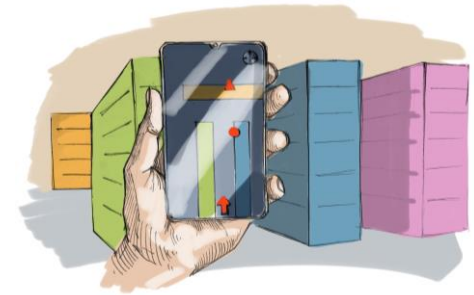


Consumers' fears and desires under these new realities are gathered and coping strategies anticipated



Important take-outs for manufacturers and retailers:

- For example:
The fear of falling down the social ladder/ increasing poverty, vulnerability and precariat in society or the fear of loneliness, isolation
- implementing **socialization** platforms and possibilities to connect/ meet/ discuss,
- measuring the new value of **accessibility, perceived proximity, services**
- offering **sensorial and immersive experiences** – especially to those who are isolated
- using technology for **better guidance and simplification** – not for complexity



It is key to finally land in a concrete area and work through a specific category

- ▶ The risk of remaining too high level will not be helpful for any manufacturer/ business/ retailer/ service provider...



After the psychological immersion phase, we strongly focus on tangible items, with a dedicated industry scope

For example:

- from **digitalization** to how I envision my future relationship with my doctors
- from **global demographic change** to the specs required for my cosmetic products on my aging skin
- from **shopping experience** to the payment process at the (online/ offline) POS

Fact Sheet



12 Weeks

Total project duration



35–50 K€

Investment budget



International

scope possible

Next Step

Please contact us:



We will provide you
with a first draft proposal!



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Thank You

