

## Methodology

A qualitative in-home usage trial that ships prototypes or finished products to a targeted group of consumers to gather feedback on trial and usage.

## Our Approach



Define targeted audience group(s) of 20+ respondents



Identify key usage activities to capture



Ship products to users' homes for trial

## Deliverables in 8-12 days

**PRODUCT REACTIONS**  
Cooking was simple with respondents able to quickly understand the directions, to get the preparation started quickly.



**It was super easy.** I just added the water and oil then threw in the bag of instant packets. I waited for it to boil then just put it on simmer and waited. It was really very simple. I could watch the soup and make the other things that I needed to.  
- Female, 25


2 GutCheck


**HOME COOKING...**  
The rice and beans variety was seen to have unique flavoring and was simple to prepare.





1 GutCheck


**COOKING PROCESS**  
The whole of the cooking process was easy to manage, but the end result could have tasted better.



Recipes were easy to follow, with clear directions. 

Managing the ingredients while cooking was simple, with little to do once it got boiling. 

Combining the different ingredients was quick, with no problems getting started. 

Flavoring for this particular concept was seen as 'salty', which most respondents didn't expect or care for. 

3 GutCheck