## AGILE IHUT<sup>™</sup> (IN-HOME USAGE TRIAL)

Consumer Exploration

## Methodology

Our Approach

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.



Define targeted audience group(s) of 20+ respondents

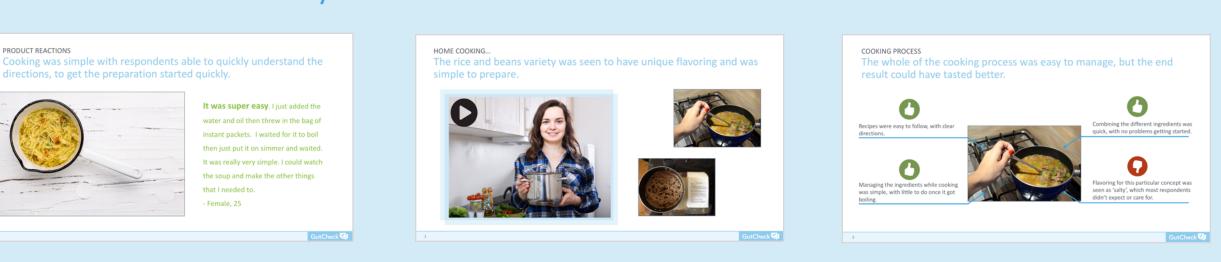
Identify key usage

activities to capture

P

Ship products to users' homes for trial

## Deliverables in 8-12 days



## GutCheck 🔁