

SHOPPER IHUT™ (IN-HOME USAGE TRIAL)

Consumer
Exploration

Development &
Prioritization

Refinement

Methodology

A qualitative in-home usage trial that asks shoppers to purchase a product to try and gathers their feedback on initial impressions and usage.

Our Approach



Define targeted audience group(s) of 20+ respondents



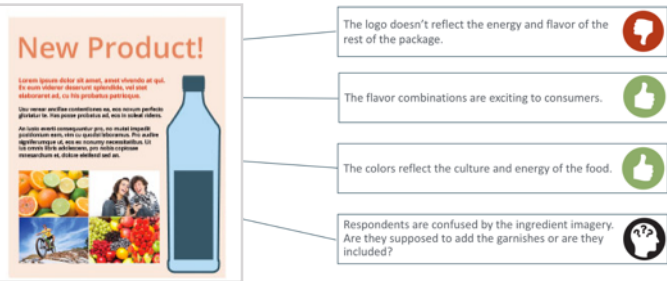
Identify product(s) for consumers to purchase



Identify key usage activities to capture

Deliverables in 8-12 days

PACKAGING SUMMARY
The packaging reflects that flavor and culture of the food. Consumers believe the logo needs some work though.



14 GutCheck

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



1 GutCheck

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

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