

## Consumer insights tool

To explore the potential of your strategies, in relation to specific consumer behaviour and value chain opportunities.



# Introduction

## What is it?

This tool helps to choose the right strategy and methodologies for collecting critical insights from your consumer markets to help increase the opportunities along the entire Value Chain. It will help you **verify, complement or sharpen** the understanding you have of (potential) consumers.

## Why is it important?

Understanding the project's priority populations and potential consumers is a crucial part of the success of the nutrition and consumer-oriented component(s) within your project. It will help you **find the right strategy for long lasting impact** throughout the entire value chain.

## When do I use it?

1. While preparing a project proposal I use this tool **to define what the information needs (gap) is and what research questions we need to address** prior and as part of the project.
2. During the project I use this tool when I am **unsure how to improve the food environment for consumers**.

## What are the goals?

1. Get informed on **how to tailor your nutritious foods and services** to your consumers' needs.
2. **Validate your assumptions** about priority populations and consumer aspirations relevant to nutrition.

# Process: How to use this tool?

## Step 1

### **Create your project overview and define your consumer group(s)**

Building on the information shared in the "*Healthy Diets and Sustainable Consumption*"

document (ask Monique Beun for the latest version), you will identify who the priority populations and consumers are that you are targeting with this project, and what the opportunities are within your value chain.

## Step 3

### **Conducting research & analysis**

Based on the prioritization, conduct the research and reflect for the chosen assumptions what you learned.

## Step 2

### **Preparing for research**

Next you will identify the most relevant assumptions and information needs. From there you will choose your methods to gather insights on these.

## Step 4

### **What is next?**

Look ahead to how you can implement these learnings within your work, from project design, to implementing consumer oriented activities.

# Step 1 - Background and definitions

Define your consumer group

## Consumer \*

**= a person who consumes the product**

The basic distinction and specification of priority populations and target consumer groups provides us with starting points for project intervention design within SNV. For urban target groups the longer value chains that reach major, populated areas need to be explored. It offers opportunities to impact low-income groups with more nutritious food and prevent obesity. For rural areas, a similar impact can be achieved in various socio-economic groups, when keeping differences in mind like a rural income and dietary improvement needs, this will likely lead to a different value chain.

*\* find a detailed consumer definition within SNV here*

## Defining your consumer groups and interventions

Within projects you might be able to impact various consumer groups with your food product(s), and the approach could be done in many ways. Often we target multiple consumer groups, and there is no need to choose only one. For inspiration, on your approaches and consumer groups, have a look at the “Healthy Diets and Sustainable Consumption” document and see what works for your project. To ensure you pick a way that fits your project, value chain and consumer groups well you can validate the ideas prior to implementation using the consumer insight tool.

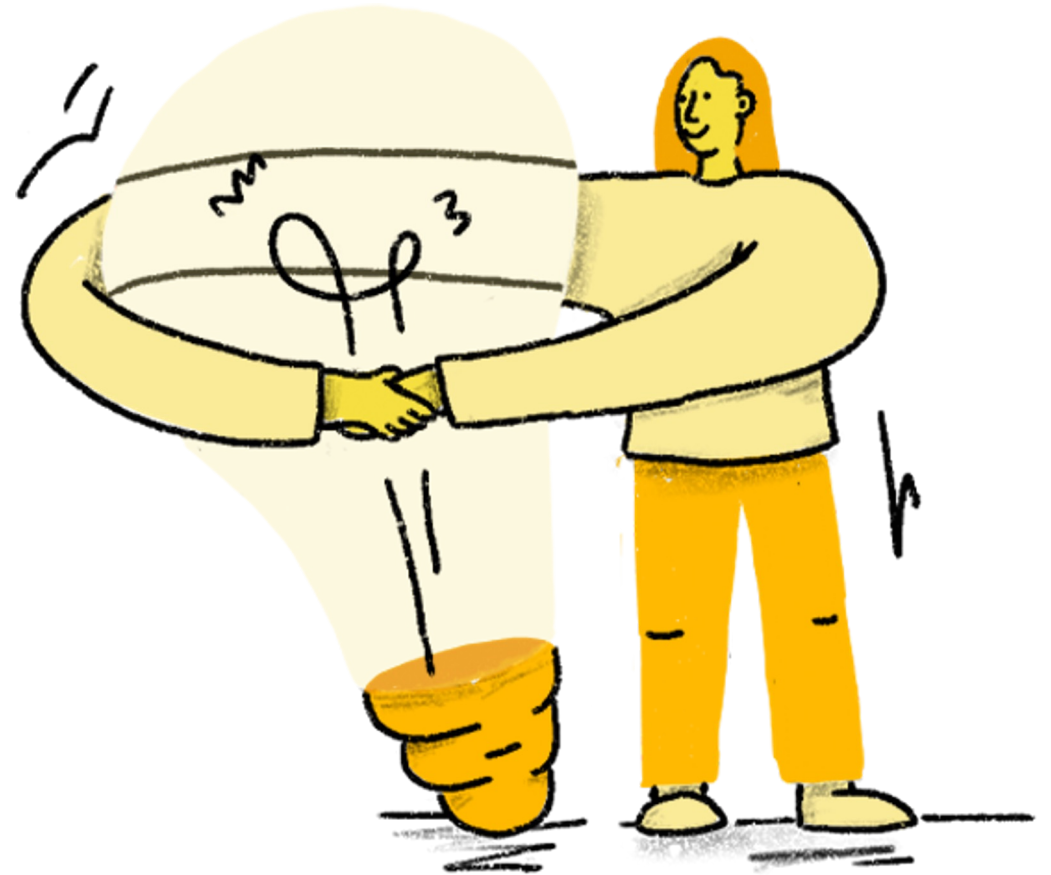
# Step 1 - Background and definitions

Define your consumer group

## Consumer insights

A consumer insight is an interpretation of human behaviour. It provides information that might help you change your product or service to better fit consumer needs and aspirations. Raw data is collected through field research and analysed into consumer insights, that can help your project, intervention or business succeed.

Examples of consumer insights would be understanding (1) who in the households of your target group makes purchasing decisions, and (2) where your consumers purchase certain products.



# Step 1 - Worksheet

Define our consumer groups and potential interventions

## 1. Project overview & potential interventions

Complete the questions below to create an overview of your project and define your potential interventions to increase nutrition integration and consumer orientation.

**1.1 What value chain(s) is is the project working in?**

.....

**1.2 What is the nutrition objective of your project?**

.....

**1.3 Which value chain(s) are relevant from the nutrition objective to cover nutritional gaps in nutrients or food groups?**

.....

**1.4 What consumer product(s) do you work on in your project?**

.....

**1.5 Based on the info in the "Healthy Diets and Sustainable Consumption" document, what interventions would fit in your project?**

.....

## 2. Define your consumer groups

Complete the questions below to identify your consumer groups. Look back at your potential interventions, and look for opportunities that match between your consumers and interventions. Create the detailed overview for all your consumer groups.

**2.1 Who are the people consuming these products and who are not but should to meet their nutrition needs?**

.....

.....

**2.2 Target consumer group 1:** .....

Consumption behaviour: .....

Nutritional need: .....

Aspirations: .....

**2.3 Target consumer group 2:** .....

Consumption behaviour: .....

Nutritional need: .....

Aspirations: .....



# Step 1 - Worksheet

Define your consumer groups and potential interventions

## 1. Project overview & potential interventions

Complete the questions below to create an overview of your project and define your potential interventions to increase nutrition integration and consumer orientation.

### 1.1 What value chain(s) is the project working in?

*Staple grains*

### 1.2 What is the nutrition objective of your project?

*To make food simple, nutritious and affordable*

### 1.3 Which value chain(s) are relevant from the nutrition objective to cover nutritional gaps in nutrients or food groups?

*Maize - biofortified*

### 1.4 What consumer product(s) do you work on in your project?

*Fortified maize powder used to make yellow Ogi.*

### 1.5 Based on the info in the "Healthy Diets and Sustainable Consumption" doc, what interventions would fit in your project?

*Product development and marketing and distribution.*

## 2. Define your consumer groups

Complete the questions below to identify your consumer groups. Look back at your potential interventions, and look for opportunities that match between your consumers and interventions. Create the detailed overview for all your consumer groups.

### 2.1 Who are the people consuming these products and who are not but should to meet their nutrition needs?

*Garment factory workers in Slums*

*Pregnant and Lactating women in rural Nigeria*

*School going children in peri-urban areas*

### 2.2 Target consumer group 1: Garment workers in urban slums

Consumption behaviour: *eat lunch at the factory*

Nutritional need: *Vitamin A*

Aspirations: *Be strong and be able to work well and with that supply for my rural family, and sent remittances*

### 2.3 Target consumer group 2:

Consumption behaviour:

Nutritional need:

Aspirations:

# Step 2 - Background and definitions

## Preparing for research

### Research methods

Uncovering the right information requires a research strategy that recognizes different layers of insights (say, do, feel). It might be easy to find out what people say, but as humans we do not always do what we say. And quite often, what we do might happen unconsciously. Therefore it is important to think about what you want to learn about people, and create the right mixture of consumer insights methods. In this tool we outline the six categorical research methods on the right, to collect consumer insights. You find more information on these methods in the Annex.

#### **1. Listening methods**

Sit together with your target consumers and listen to their stories.

#### **3. Monitoring methods**

Learn about people's daily habits through unobtrusive methods.

#### **5. Prototyping methods**

See how people respond to new propositions or interventions.

#### **2. Observative methods**

Observe your consumer group to understand what cannot be (easily) said.

#### **4. Generative methods**

Figure out what people value in their life or work.










#### **6. Mapping methods**

Get a grasp on things that are complex to make sense of.



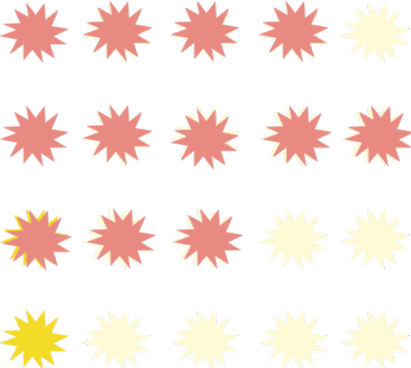
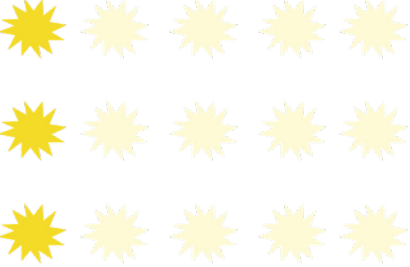
# Step 2 - Worksheet

Preparing for research - Complete your consumer groups and consumer demand/interventions in the schedule below. Indicate what the match is between intervention and consumer group, and highlight the priority by coloring the stars (1-5).

<b>Consumer demand interventions/ consumer groups</b>	Consumer group 1:	Consumer group 2:	Consumer group 3:
Intervention 1: .....			
Intervention 2: .....			
Intervention 3: .....			

# Step 2 - Worksheet

Preparing for research

<p>3. Consumer group/ intervention What match do you need to validate?</p>	<p>4. Assumptions What assumptions do you need to validate about these consumers?</p>	<p>5. Method Which method do you need to use to validate this assumption?</p>	<p>6. Priority level How important is it these assumptions are validated?</p>
<p>1. Garment factory workers/Online marketing campaign for yellow Ogi</p>	<ul style="list-style-type: none"> <li>• <b>Yellow Ogi is valued just as much as white Ogi</b></li> <li>• <b>All our consumers have feature phones</b></li> <li>• <b>The Ogi recipe is very typical per region where garment workers come from, and valued a lot</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Generative method: Creating scenarios</b></li> <li>• <b>Survey/dialogue/online research</b></li> <li>• <b>Generative method: Activity mapping + deep dialogue</b></li> <li>• ....</li> </ul>	
<p>2.</p>	<ul style="list-style-type: none"> <li>• .....</li> <li>• ....</li> <li>• .....</li> </ul>	<ul style="list-style-type: none"> <li>• .....</li> <li>• ....</li> <li>• .....</li> </ul>	

# Step 3 - Facilitation tips

## Conducting research & analysis

### **1. Know what you want to achieve**

Qualitative methods, like most methods suggested in this tool, are useful to create a deeper understanding of your consumers. Quantitative methods help verify and validate your learning at scale. You might want to combine qualitative and quantitative methods to make a thorough and compelling case. Depending on the phase of your project, you might be in need to get different layers of insights (say, do, feel). Be aware of this, and always balance, project needs with budget constraints.

### **2. Leverage your connections**

Often partners that we work with already have existing knowledge on top of what we already know ourselves. Leveraging this existing knowledge and network, is a great way to keep the research lean. Also these partners and the local community alike have a role to play when you gather insights.

### **3. Be mindful of your respondents**

As you are trying to collect insights from participants, create an environment in which they are willing to open up. Think about where you'll do the research, at what time, who will be asking the questions, and which questions first. Be honest about how these insights will be used and be sensitive to one's privacy. Always ask for consent and make sure to use consent forms if you intend to use quotes, photos or video publicly.

### **4. Be sensitive to culture and gender**

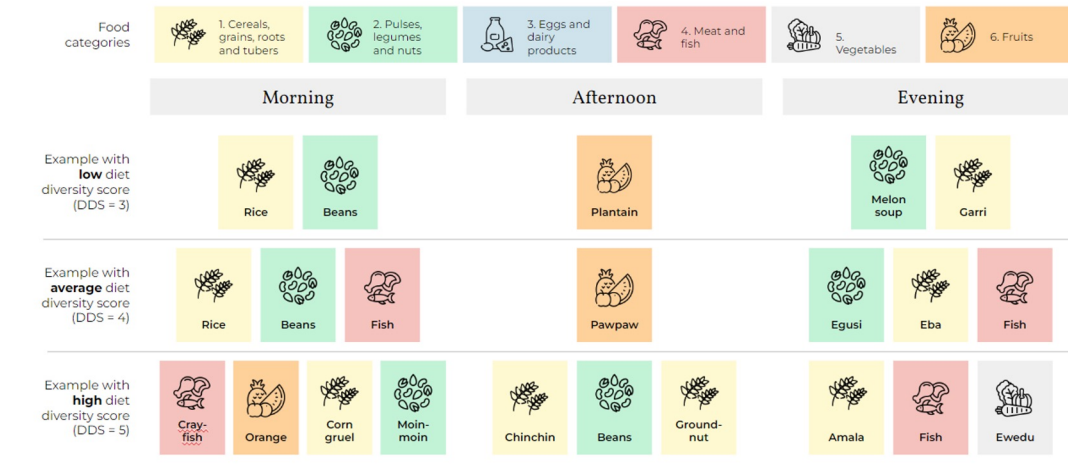
Make sure you take into account any cultural or gender sensitivities. When designing your research, consider using a setting that appeals to both genders, whether you should organise separate sessions for men and women. Perhaps your own gender or culture affects the research too.

# Step 3 - Example research activities

## Conducting research & analysis

### • Mapping diets

Based on what people eat on a daily basis you can assess their diet diversity score, and provide an overview of the food consumption pattern of people in relation to their daily life activities. This provides great insight into where you product/service can fit into the existing behaviour of your consumers.



### How to use:

Together with your participants you can walk through their daily eating habits, noting down everything that they eat in a day, and where and when they do so. Based on that, conclude on an average behaviour.

### What to do with this overview:

Based on this overview you could conclude different things, for example:

1. When would be a good moment to integrate a nutritious product to match current behaviours?
2. What are the nutritional needs of your potential consumers, including better access, services, or (quality and safety) governance, and what food groups could you focus on to increase their nutrition?

# Step 3 - Example research activities

## Conducting research & analysis

### Triggers and barriers to a diversified diet

Based on Behavioural Change theory we narrowed down questions to identify what is holding consumers back in having a nutritious diversified diet. With these insights you can see if your product offer can make a positive impact on their lives. To get to these insights you use a future forecasting exercise, with the following steps:

1. What is your current situation
2. What is your ideal situation
3. What would help you to get to the ideal situation
4. What is holding you back to get to the ideal situation.

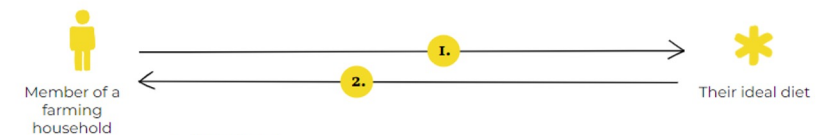
### What to do with this overview:

Based on these insights you can either try to overcome behavioural barriers, or trigger existing motivators in daily life. This helps to ensure long term behavioural change.

#### 1. Key triggers & motivators

Forces that get farming families *closer* to adopting a nutritious diet

- Keeping children healthy
- Having good soil to grow different types of crops
- Locally available and affordable products on markets and in village shops
- Access to information and resources (Olam training proved effective for some agents)





#### 2. Barriers

Forces that keep farming families away from adopting a nutritious diet










- Financial limits
- Lack of knowledge on growing certain crops
- Lack of knowledge on preparing certain meals
- Seasonal influences (especially the dry season from April to July)
- Availability of certain foods in the area

# Step 3 - Analysis

Based on your learnings from the research, reflect back on your worksheet from step 2. Look at the consumer oriented interventions VS consumer groups that you completed and conducted research on. Based on your learnings, choose which combinations fit best to your project and consumer, and which ones you would prioritize for implementation.

**Step 2 - Worksheet**  

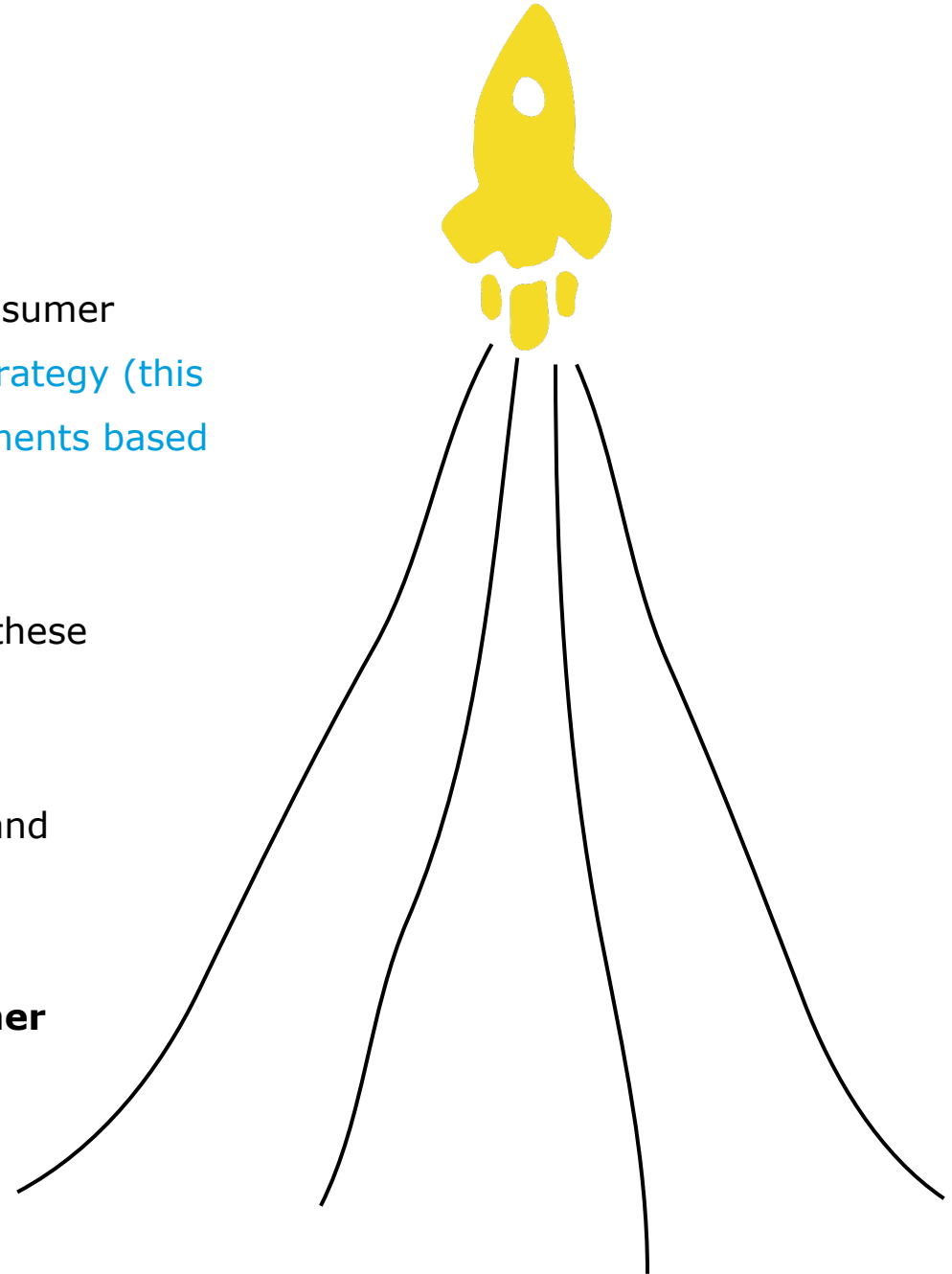
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Intervention 1: .....			
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Intervention 3: .....			

# Step 4 - What is next?

## Next step

- 1. Project design** - Based on these insights, include the chosen consumer products and services/SNV product components in your project **strategy** (this could be multiple interventions oriented to several consumer segments based on the “Healthy Diets and Sustainable Consumption” product)
- 2. Adjusting existing project** - look for opportunities to integrate these consumer products and services/SNV product components.
- 3. During project inception** - elaborate on consumer approaches and products based on learnings and insights.
- 4. During implementation of SNV product component/consumer products or services** - fine tune and iterate based on learnings.



# Step 4 - What is next?

## Learn more

### Recommended resources:

- [Field Guide to Human Centered Design \(IDEO\)](#)
- [Market Creation \(MC\) Toolbox](#)
- [Development Impact & You \(DIY\) Toolkit](#)
- [Collective Action Toolkit \(Frog\)](#)
- [Qualitative Researchers and Data Collectors Field Guide](#)

### Case videos

- [Endeva Market Research](#) *Developing a solar kiosk for communities in Madagascar*
- [Ruby Cup](#) *A business case for reusable menstrual hygiene product for East Africa*