CASE STUDY

Cracking Market Fit for a New Mobility Concept

CASE STUDY – QUALITATIVE SURVEY FOR CONCEPT TESTING OF ELECTRIC SCOOTER

Sample Size: The sample included **80%** males and **20%** females, with a total of **75** respondents.

Country: France

- **Expert Interviews**
- **LOI: 25-30 minutes**

Methodology and Approach

To address this business problem, a qualitative survey was conducted with the following methodology and approach:

Target Audience: The survey targeted primary users and decision-makers for two-wheelers, focusing on a diverse demographic including different income categories and age groups.

Survey Design: The survey was structured to evaluate the concept at three stages: Concept, Static, and Dynamic.

Data Collection: Respondents were classified into different categories based on their current two-wheeler usage and purchase intentions.

Evaluation Parameters: Key parameters evaluated included display screen, seating comfort, storage capacity, battery efficiency, vehicle stability, and overall handling.

Business Problem

Leading scooter brand aimed to introduce a new electric scooter to the French market. To ensure the product met consumer expectations and preferences, Client needed to understand potential customers' perceptions, preferences, and concerns regarding the new concept. The primary business problem was to validate the concept's appeal and identify areas for improvement before the product launch.

Client Benefits

The qualitative survey provided client with valuable insights into consumer preferences and perceptions, enabling them to make informed decisions about the product development and marketing strategy. Key benefits included:

- Product Refinement
- Consumer Education
- Market Positioning
- Strategic Decision-Making

Findings

The survey revealed several key insights:

Concept Evaluation:

- Believability and Understandability: High believability and understandability were noted, indicating that the concept was well-received in terms of its claims and features.
- Likeability and Appeal: The concept had moderate likeability and lower appeal, suggesting that while the concept was generally liked, it did not stand out significantly in terms of attractiveness.
- Uniqueness: Only 20% of respondents found the concept unique, highlighting a need for more distinctive features.

Design and Aesthetics:

- Positive feedback on the slender, simple, and futuristic design, with comparisons to Vespa.
- Concerns about the design being too classic and not universally appealing.

Performance and Features:

- Enthusiasm for quick acceleration and high-speed capabilities, suitable for city driving.
- Mixed feedback on battery and charging, with some concerns about fixed battery and long charging times.

Technological Features:

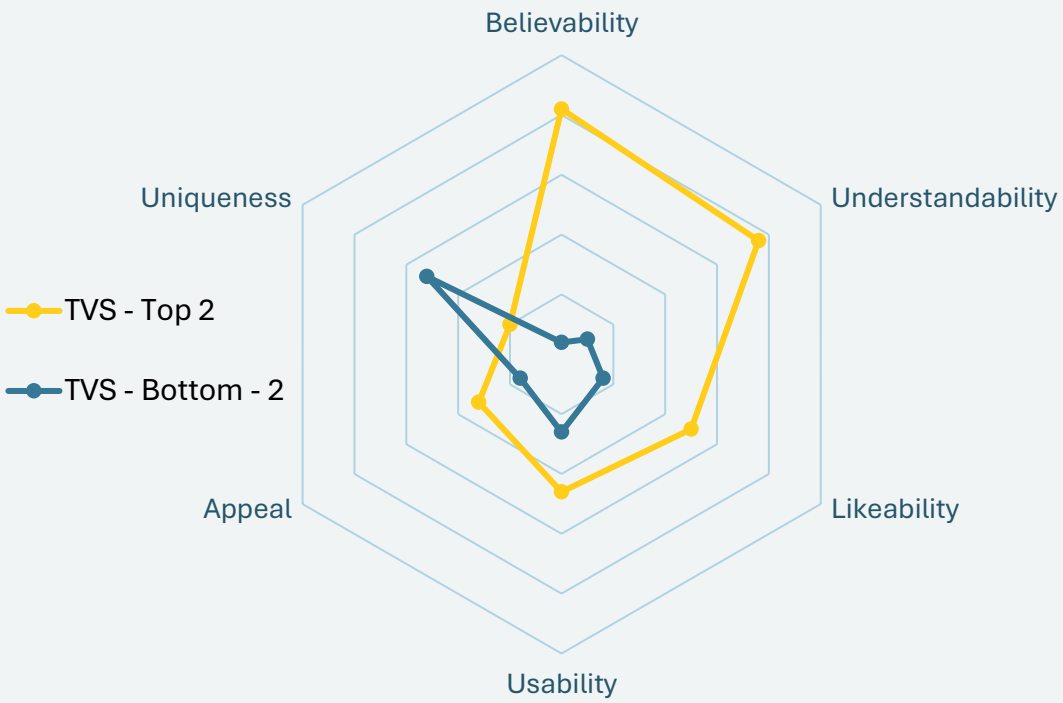
- Interest in smart connectivity features and the TFT screen.
- Some respondents lacked knowledge about the smart features, indicating a need for better communication and education.

Overall Preferences:

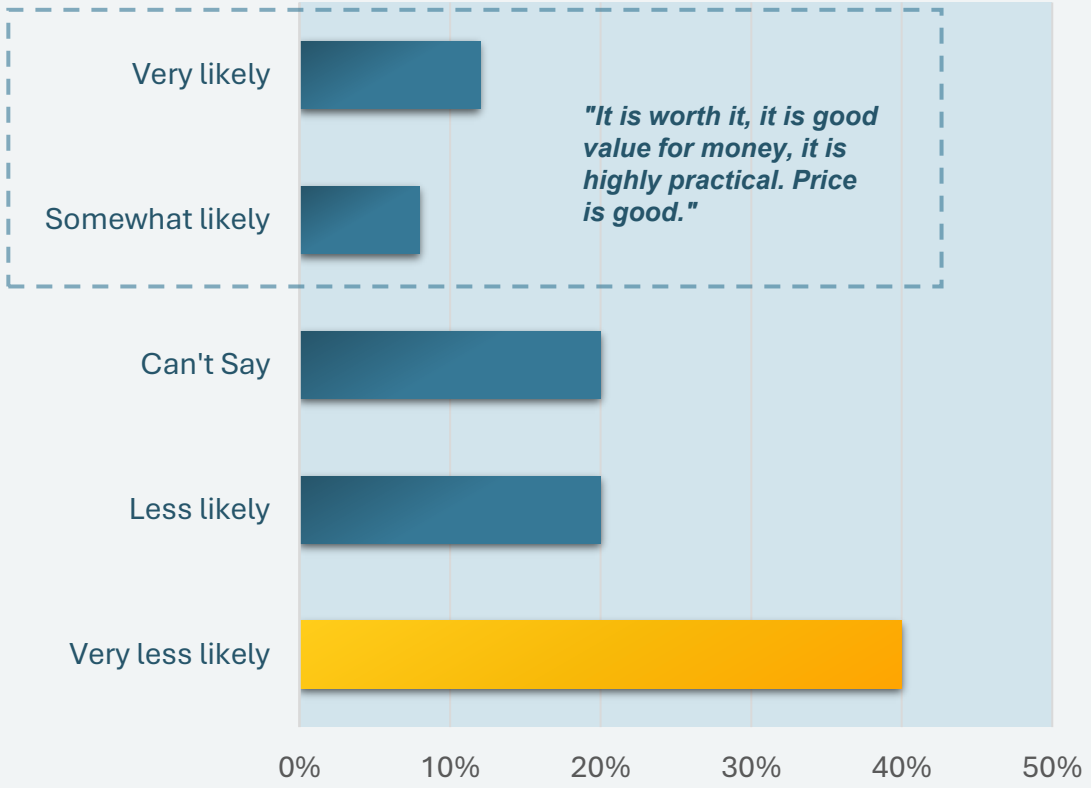
- Respondents expressed notable enthusiasm for the design, comfort, performance, and technological features of the EV concept.
- The majority preferred their current or intended scooters over the concept scooter, indicating areas for improvement in the new product.

SAMPLE DATA (1/3)

Concept Evaluation: Liking and Appeal

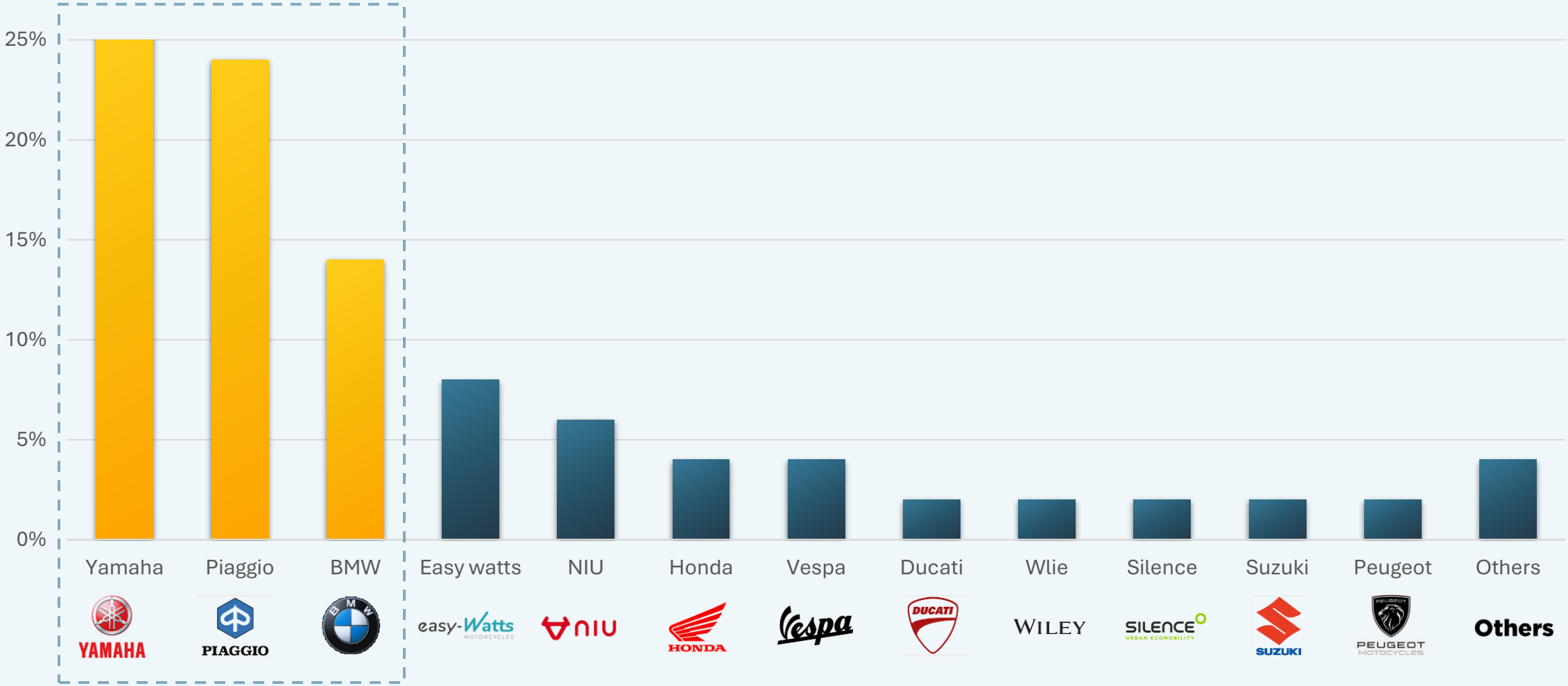


Likeliness to Buy EV– Available in EUR 2850



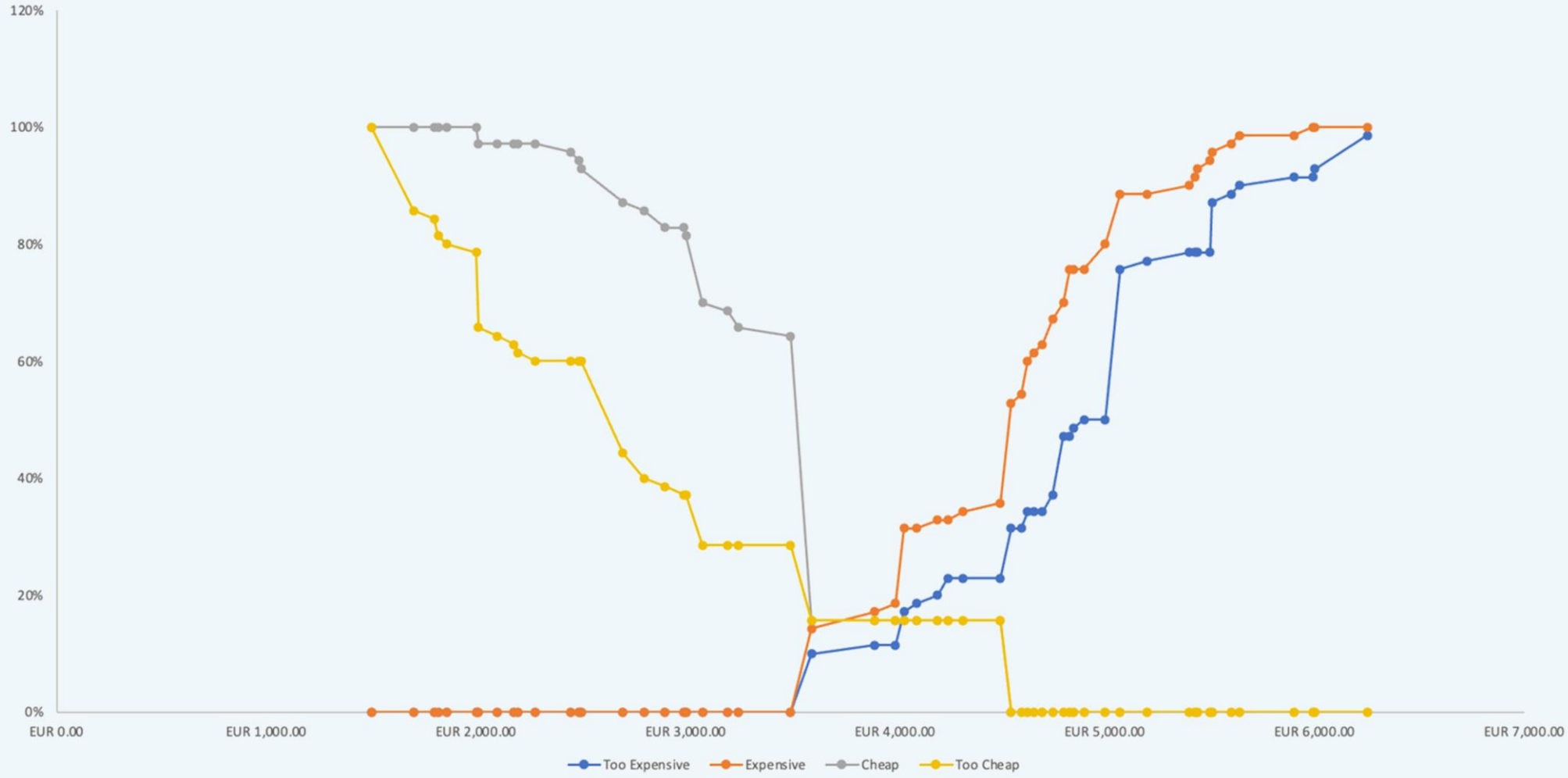
SAMPLE DATA (2/3)

Top of Mind Awareness



SAMPLE DATA (3/3)

Pricing Sensitivity Analysis - ALL



Thank You

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