



Using Voice of the Customer to Reinvent the Memorex Product Portfolio

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“Is it live,
or is it Memorex?”

imation



Women buy everything.

Women account for 85% of all consumer purchases.

Including consumer electronics.

61% of women influence household consumer electronic buying decisions.

And the trend continues to grow.

91% of women 18-24 influence consumer electronic buying decisions.

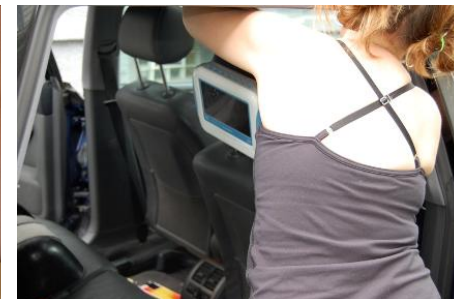


Memorex



How could we refresh our product line to be relevant to today's Modern Mom and her family?

1. Consumer Panel
2. In-Depth Workbooks
3. In-Home Ethnography
4. Online Open-Ended Surveys
5. Product Ideation Workshop
6. Test & Re-Test



Steps in our journey

mem::rex



Make it a wePod.

● Get your FREE WeTime playlist



Insight-inspired thoughtful features



Here are 10 tips for you to steal...

1. Hand pick your subjects.



2. Find a meaningful way to connect.

Job Description

- Overall governness of family well being
- Social organizer
- Medical technician
- Enforcer of right + wrong
- Food inspiring
- Change in season
- ~~Goal~~ Goal setter for family
- Vacation planner
- Influence food choices
- Date night organizer



WeTime



“I just want to get the earbuds out and bring the family together.”

~ Kristin

3. Dig below the surface to understand what purchases he/she *really* controls.



His Call



The Kids' Call



Her Call



For me



For him/them



For all of us

4. Study your customer in his/her natural environment.



5. Seek out his/her pain points.



Big Ouch

Ouch

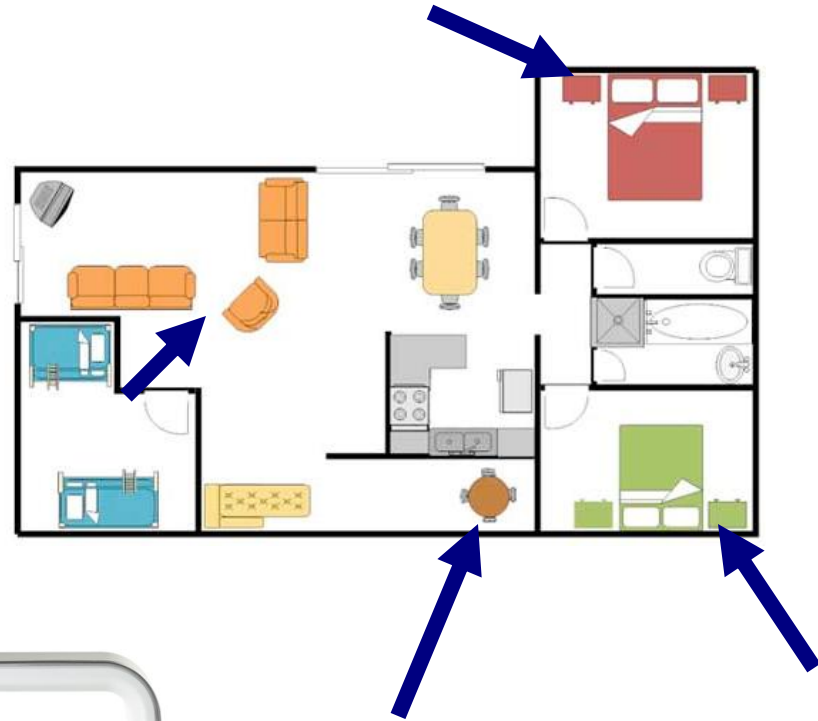
Ouch

Ouch





**Memorex PartyCube
Sound System**



**Memorex TagAlong
Sound System**

6. Keep your eyes open for unmet needs.



Durable, protective rubber casing



**Memorex PurePlay
Portable Speaker**

Docking design safely cradles
iPod or iPhone



**Memorex Dual
Alarm Clock**

7. Facilitate co-creation.

Design your own product

After all this time devoted to existing electronics in your life, we would like you to have some fun. Please design your own electronic device to solve a problem or frustration in your life.

I am not sure about the "fun" factor in this.

for adults & children:

includes controls for:
- movies
- television shows
- DVDs



a simple ^{similar} remote for all ages
nothing fancy, easy to use

for children:

A computer that easily sits four-five kids.

computer →



keyboards →



kids →

Interactions ^{computer}
~~computer~~
• something that can be enjoyed by several users simultaneously

8. Help your team internalize the insights.



1. Hand pick your subjects.
2. Find a meaningful way to connect.
3. Dig below the surface to understand what purchases he/she *really* controls.
4. Study him/her in her natural environment.
5. Seek out his/her pain points.
6. Keep your eyes open for unmet needs.
7. Facilitate co-creation.
8. Help your team internalize the insights.

Thank You

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