



# **SPOKEN WORD: THE FUTURE IS VIRTUAL FEEDBACK AND ITS IMPACT ON CONSUMER RESEARCH**

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**maru/matchbox**



# THE INSIGHTS REVOLUTION

QUESTIONING  
EVERYTHING

ANDREW GRENVILLE

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A woman with blonde, wavy hair is wearing a vintage telephone headset. She is looking towards the camera with a slight smile. She is holding a telephone receiver in her right hand and a plug in her left hand, which she is about to insert into a large, complex telephone switchboard. The switchboard is filled with many rows of jacks and plugs. The background is slightly blurred, showing other parts of the exchange room.

**HOW WE INTERACT  
KEEPS EVOLVING**



**RESEARCH  
HAS BARELY  
KEPT UP**







# **A MATTER OF LIFE AND DEATH**

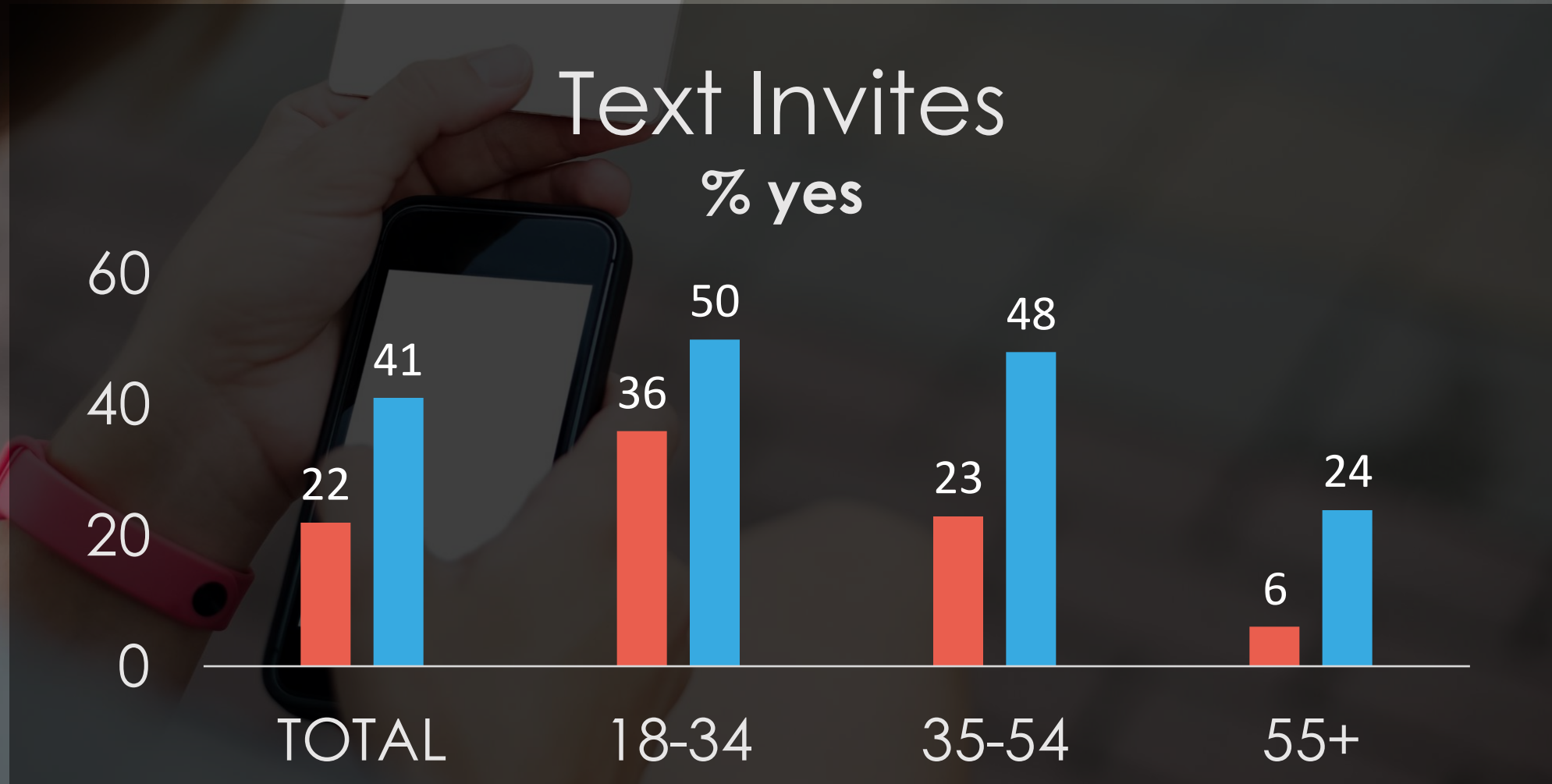




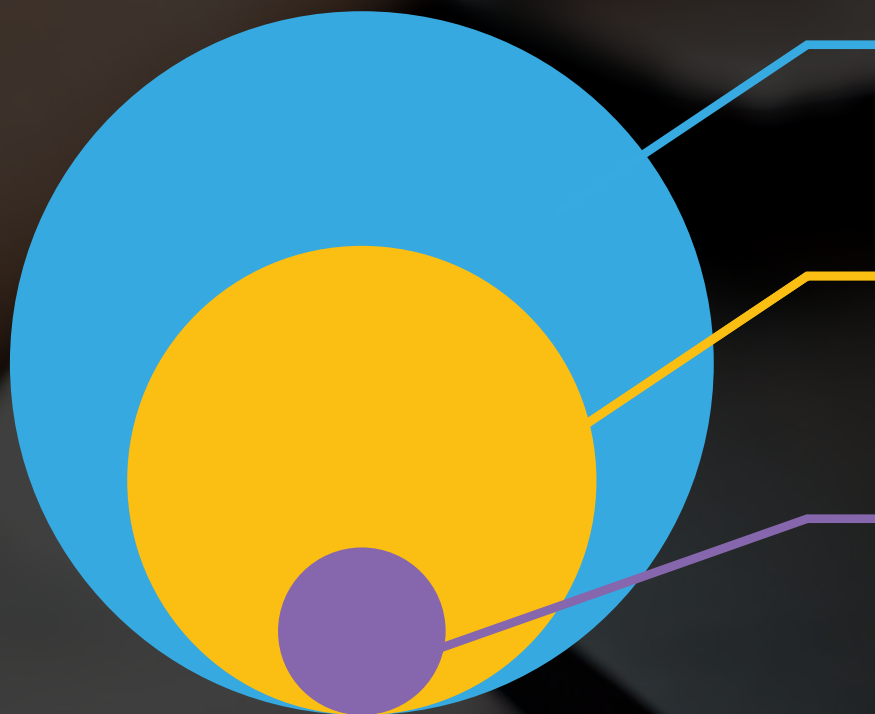
# A GENERATIONAL STORY



**“Would you be willing to receive text message invitations to surveys on your mobile phone?”**



# APP CENTERED COMMUNITY LIMITS USE



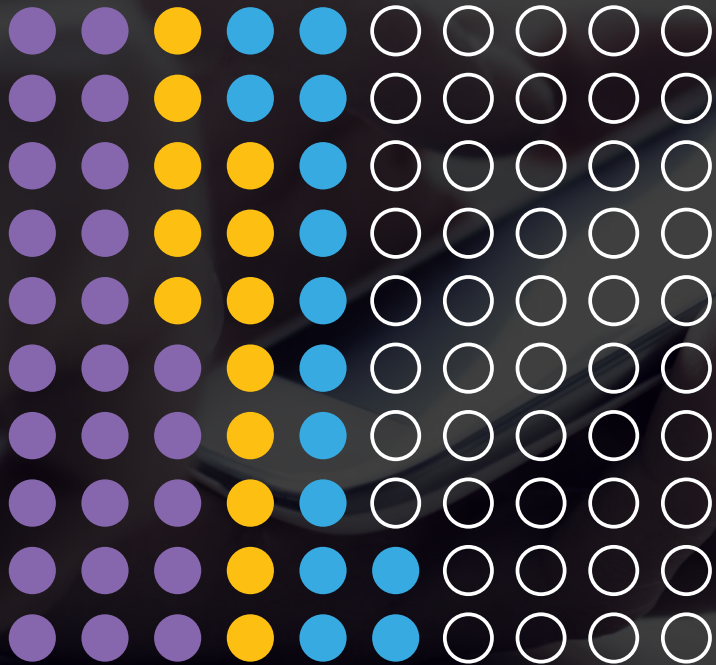
**21%** join community

**14%** join if app required

**5%** join and use app



# VIRTUAL ASSISTANT

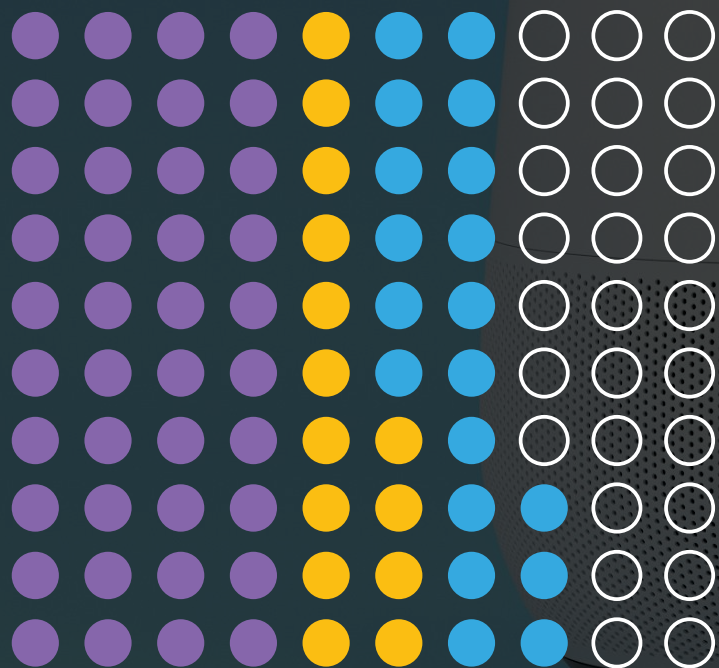


**52%** have virtual assistant

**38%** have used it

**25%** would try surveys on it

# VIRTUAL ASSISTANT AMONG MILLENNIALS



73% have virtual assistant

54% have used it

40% would try surveys on it



**CHANGE IS COMING**





A first-person perspective looking down at a pair of brown leather shoes standing on a floor covered in shattered glass and debris. The text "THE FUTURE WILL BE FRAGMENTED" is overlaid in the center in a bold, white, sans-serif font.

**THE FUTURE WILL  
BE FRAGMENTED**





**THE FUTURE IS  
DEVICE AGNOSTIC  
DESIGN**



A diverse group of people are seated in an audience, looking towards the left. In the foreground, a woman with dark curly hair is smiling and raising her right hand. To her left, a man in a plaid shirt is also smiling. Other people in the background are looking on with interest. The scene is set against a brick wall.

**SIMPLE QUESTIONS  
WILL RULE**



# WHEN ALEXA ASKS THE QUESTIONS



# WHAT WOULD ALEXA SAY?

2. How closely do you associate each animal with being cuddly?

	Wolf	Polar Bear	Hedgehog	Rabbit	Robin
Extremely closely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Very closely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairly closely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not very closely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Please rank order these animals in terms of how much they terrify you. The most terrifying would be ranked #1, and the least would be ranked #7

⋮	<input type="text"/>	Polar Bear
⋮	<input type="text"/>	Rabbit
⋮	<input type="text"/>	Hedgehog
⋮	<input type="text"/>	Badger
⋮	<input type="text"/>	Wolf
⋮	<input type="text"/>	Goldfish
⋮	<input type="text"/>	Piranha

4. How do you feel about wolves?

Very negative



Neutral



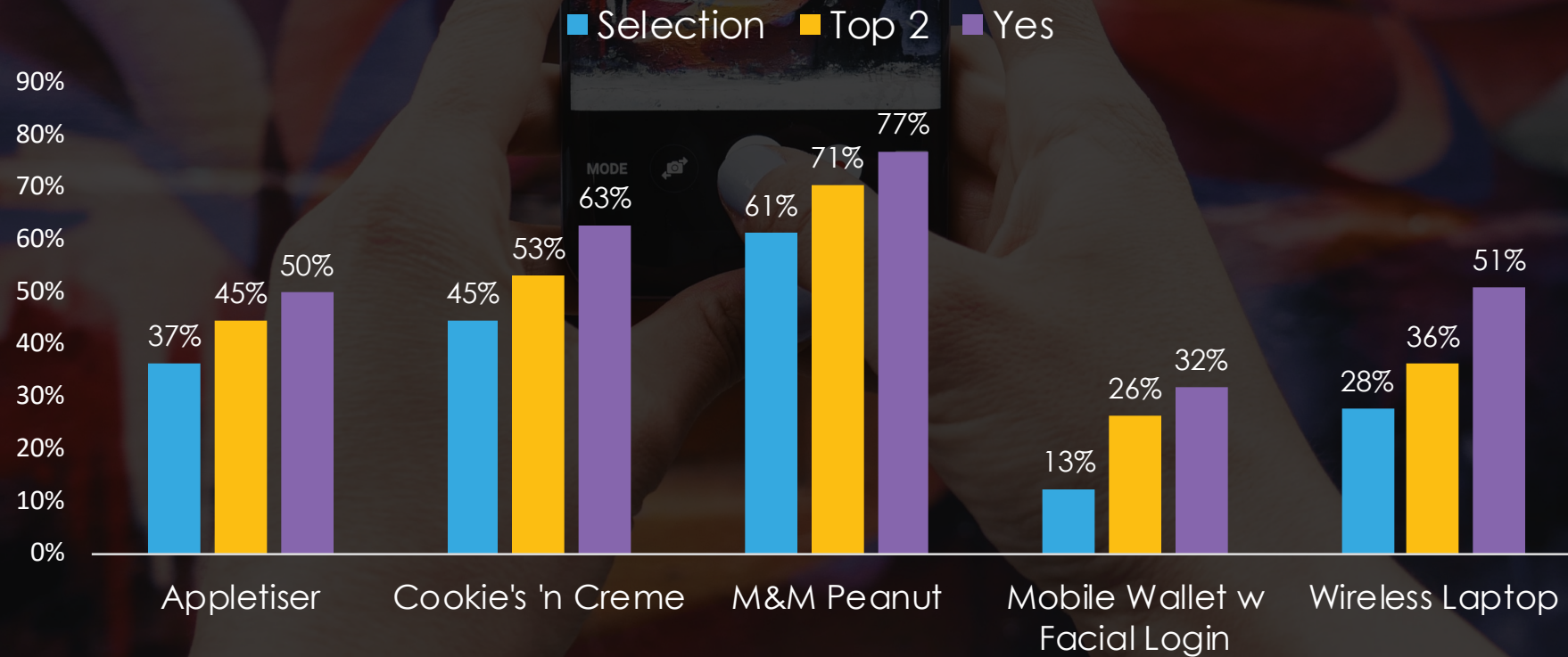
Very positive





# BINARY PRODUCES THE SAME INSIGHT

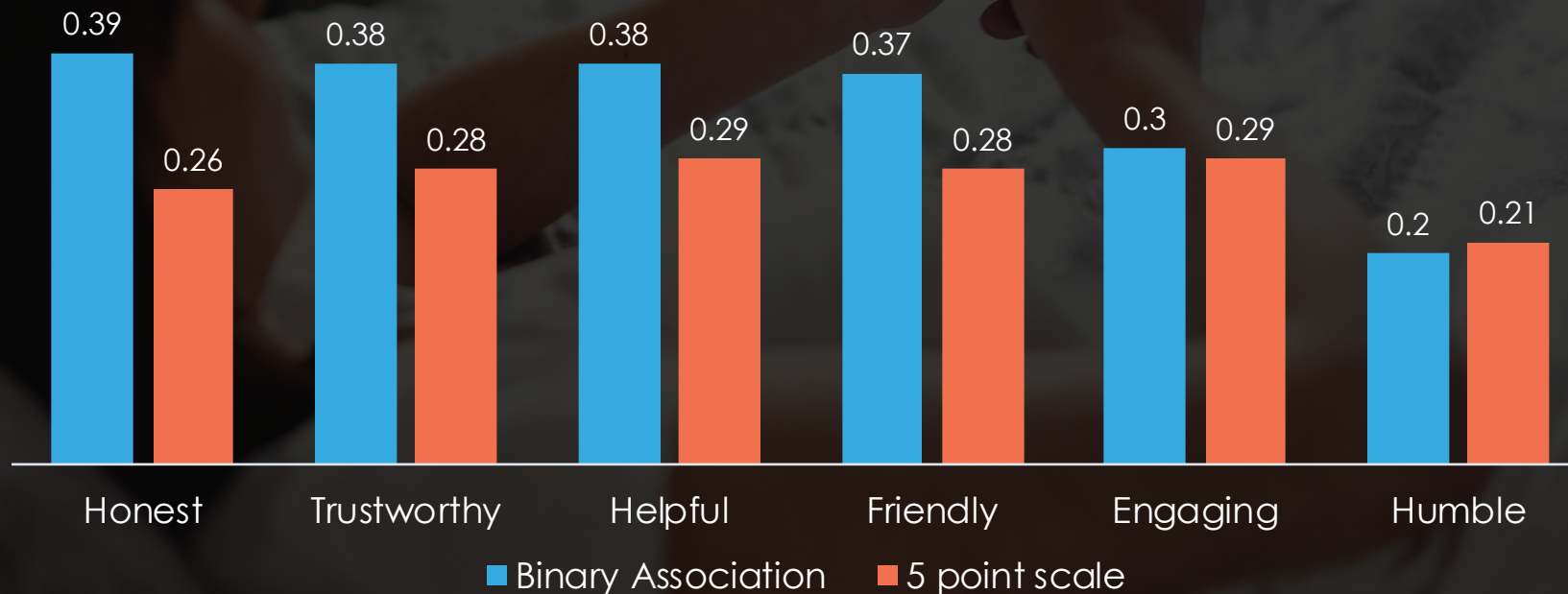
I'd buy it/purchase intent





# BINARY CAN BE MORE SENSITIVE

## Correlation with Spend





A person is seen from behind, climbing a steep, light-colored rock face. They are wearing a harness and a rope is visible. The background shows a calm blue body of water and distant, hazy mountains under a clear sky. The overall tone is motivational and adventurous.

**CHANGE IS HARD,  
BUT NOT CHANGING CAN BE  
EVEN HARDER**



A person in a dark jumpsuit and helmet is skydiving, floating horizontally against a clear blue sky. Below them, a patchwork of green fields, brown farmland, and a small town with red-roofed buildings is visible from an aerial perspective. The overall tone is inspirational and adventurous.

**WE MUST MOVE FORWARD**  
*“ANYTHING THAT TAKES US OUT  
OF OUR COMFORT ZONES FOR A  
WHILE CAN ACT AS A REMINDER  
THAT THE PAST WE ARE USED TO  
MAY NOT BE OUR BEST FUTURE.”*

Charles Handy, author and professor





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