xDesign Metrics Inc.
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EzConjoint™ Example – Lipstick

Disclaimer…

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CASE STUDY: Designing the Next Generation of Lipstick Products Your Customers Want

Research Background

Specifically, what attributes should the manufacturer include in the next generation lipstick product.

Research Objectives

A Kano Concept Model built to uncover answers to such questions as:

Which lipstick features are a must?

Which lipstick features create excitement?
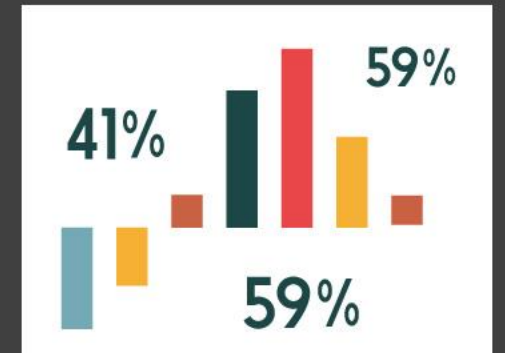
Which lipstick features are On-Dimensional?

Which lipstick features are indifferent to the users?

Survey Deployment

Participants take surveys remotely via, field sites, online or in person.

EzKano™ is flexible & easy to be deployed anywhere around the globe in secs.

Output & Analysis

Data is collected virtually and analyzed.

Marketing tools are then created from the analyzed response to create a tailored made marketing message.

DEMO STUDY: Designing the Next Generation of Lipstick
Methodology

THE MODEL

EzKano™ engine, a simple and easy to platform to conduct Kano Model Analysis.

Developed in the 80s by Dr Noriaki Kano, the Kano Model is a means of determining exactly which features your team needs to include in their next product launch, which would be nice-to-have, and which will put your product in a league of its own.

The Kano Model gives you much more detail and insight into customer desires than the traditional choice-based conjoint system – perfect for prioritizing feature development for SaaS products, consumer electronics, and, really, any product or service that has the potential for multiple features.

For this research demo, a total of **36 features** will evaluated. Respondents will be asked to rate each feature statement by answering the following two questions:

a)How do you feel if this lipstick had that feature... & b)How do you feel if this lipstick did not have that feature...

1   I like it that way
2   It must be that way
3   I am neutral
4   I can live with it that way
5   I dislike it that way

DEMO STUDY: Designing the Next Generation of Lipstick

Lipstick features

1	Provides smooth application
2	Provides even coverage
3	Is easy to apply and to use
4	Has a creamy/cushiony feel on my lips
5	Is non-tacky/non-sticky
6	Does not feel gritty
7	Makes lips feel softer, smoother and more supple
8	Provides a comfortable feel
9	Has a light feel on my lips
10	Has a moist feel on my lips
11	Does not transfer to drinking cups or come off after eating
12	Does not transfer to teeth
13	Is non-bleeding/non-feathering
14	Does not become cakey/flaky
15	Does not dry out lips
16	Does not smear
17	Color lasts for at least 4 hours
18	Shine lasts for at least 4 hours

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DEMO STUDY: Designing the Next Generation of Lipstick
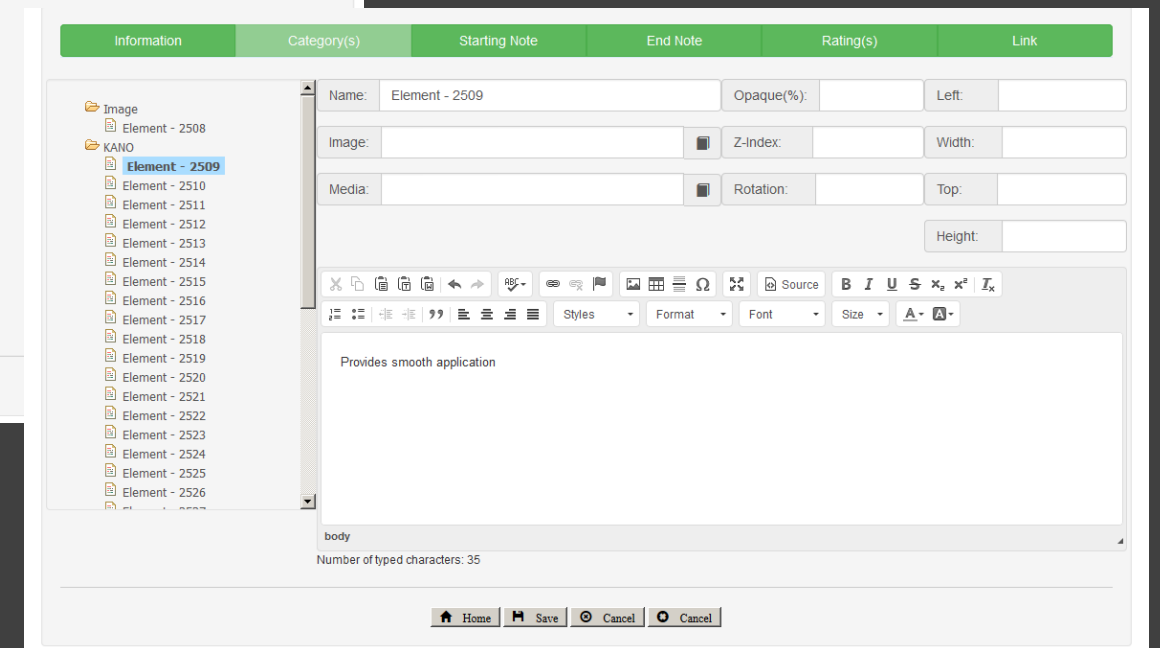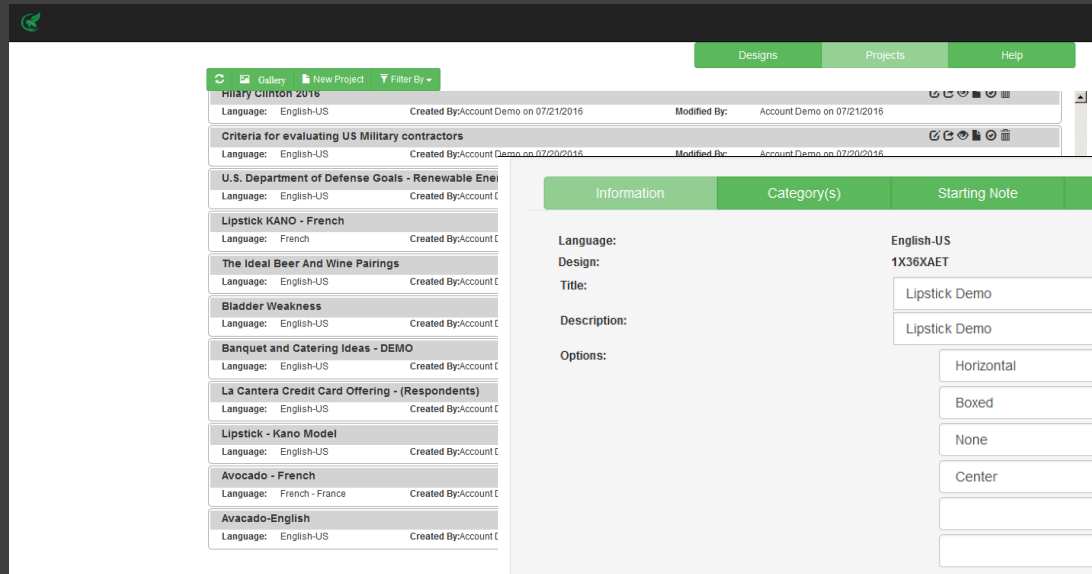## *Lipstick Features*

19	Provides 8 hours of color in one application
20	Provides 8 hours of shine in one application
21	Provides a long lasting color
22	Provides a lasting shine
23	I don't need to re-apply during the day
24	Is fragrance-free
25	Has a pleasant scent and taste
26	Moisturizes/hydrates lips
27	Provides age-defying benefits
28	Provides sun-protection/contains SPF
29	Reduces lip lines
30	Does not accentuate lip lines
31	Plumps lips
32	Conditions lips with continuous use
33	Available in a shade that is suitable to me
34	Available in a finish that is suitable to me
35	Provides the look I want in one step
36	Provides the look I want in two steps

Image Background … if required
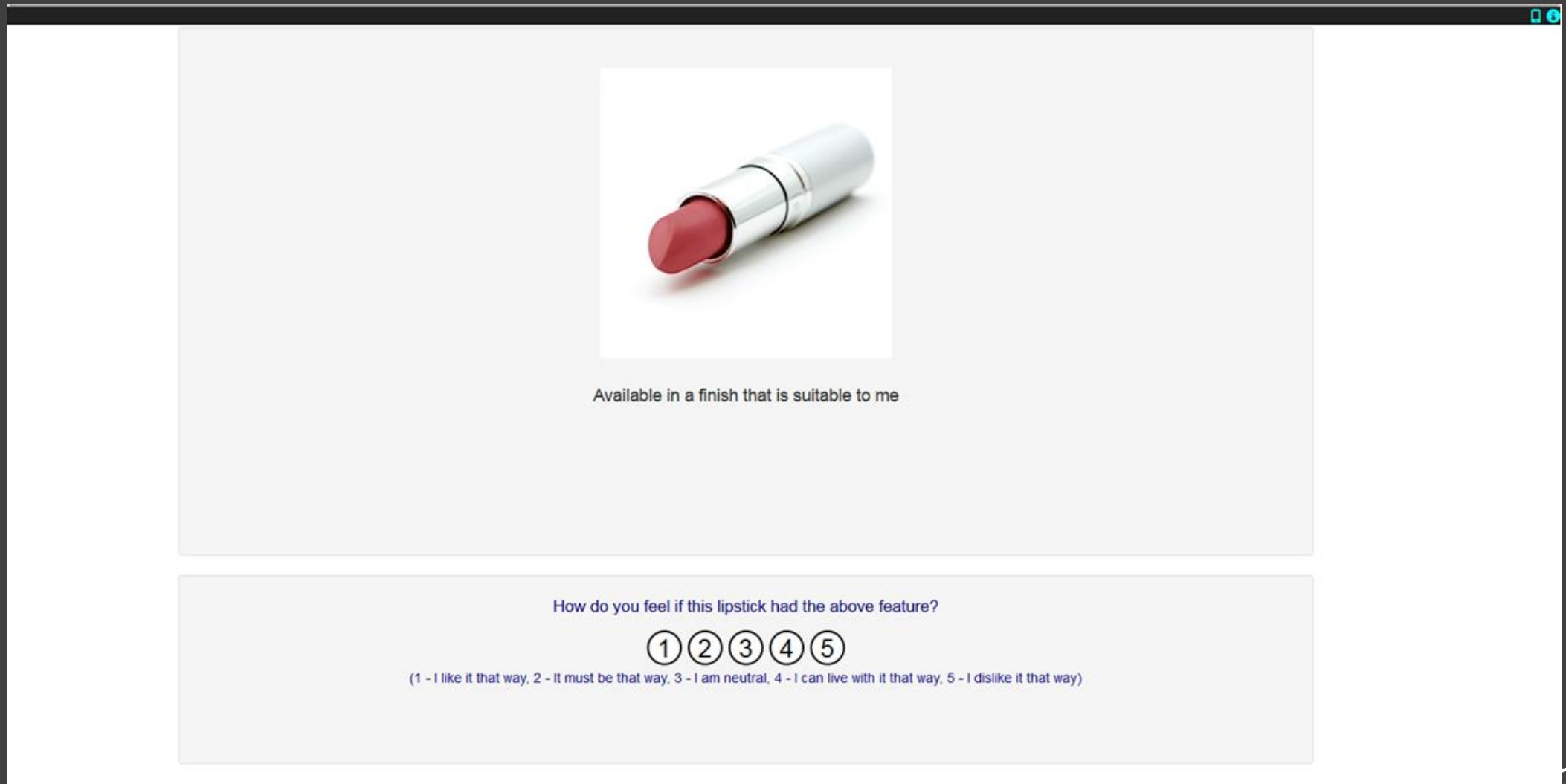
THE RESEARCH PLATFORM: EzKano.com

Preview Live Demo Link: http://author.ezconjoint.com/IdeaSpring/preview.aspx?_p=2050&_l=1

THE RESEARCH PLATFORM: EzKano.com

Example of an Interview Screen
Rating Question: when feature is present

Available in a finish that is suitable to me

How do you feel if this lipstick had the above feature?

① ② ③ ④ ⑤

(1 - I like it that way, 2 - It must be that way, 3 - I am neutral, 4 - I can live with it that way, 5 - I dislike it that way)

THE RESEARCH PLATFORM: EzKano.com

Example of an Interview Screen
Rating Question: when feature is absent

Available in a finish that is suitable to me

How do you feel if this lipstick did not have the above feature?

① ② ③ ④ ⑤

(1 - I like it that way, 2 - It must be that way, 3 - I am neutral, 4 - I can live with it that way, 5 - I dislike it that way)

Result Table CS-Coefficient

The output table is a measurement of consumer satisfaction coefficient:

✓ *(-) is put in front of the CS-coefficient of the customer dissatisfaction in order to emphasize its negative influence if this quality is not fulfilled.*

Feature List		A-Attractive	M-Must Be	R-Reverse	O-One Dimensional	Q-Questionable	I-Indifferent	Total	Category	Satisfaction - (A+O)/(A+O+M+I)	Dissatisfaction - (O+M)/(A+O+M+I)
Provides smooth application	1	5.45	39.6	0	51.98	0	2.97	100%	O	0.57	-0.92
Provides even coverage	2	4.46	39.6	0	51.49	0	4.46	100%	O	0.56	-0.91
Is easy to apply and to use	3	3.47	44.06	0.5	49.01	0.5	2.48	100%	O	0.53	-0.94
Has a creamy/cushiony feel on my lips	4	15.84	17.33	1.98	41.09	0.99	22.77	100%	O	0.59	-0.6
Is non tacky/non sticky	5	1.98	56.93	0.5	34.65	0.5	5.45	100%	M	0.37	-0.92
Does not feel gritty	6	0.99	63.86	0	31.68	1.49	1.98	100%	M	0.33	-0.97
Makes lips feel softer, smoother and suppler	7	16.34	25.25	0	51.98	0.5	5.94	100%	O	0.69	-0.78
Provides a comfortable feel	8	5.94	38.61	0.5	50	0.5	4.46	100%	O	0.56	-0.89
Has a light feel on my lips	9	16.34	22.77	0.99	43.07	0.5	16.34	100%	O	0.6	-0.67
Has a moist feel on my lips	10	12.38	28.22	0.99	47.52	1.98	8.91	100%	O	0.62	-0.78
Does not transfer to drinking cups or come off after eating	11	18.81	18.81	0	48.51	0	13.86	100%	O	0.67	-0.67
Does not transfer to teeth	12	3.96	52.97	0.5	37.62	0.5	4.46	100%	M	0.42	-0.91
Is non bleeding/non feathering	13	0.5	57.92	0	38.12	1.49	1.98	100%	M	0.39	-0.97
Does not become cakey/flaky	14	1.49	70.79	0	25.25	1.49	0.99	100%	M	0.27	-0.97
Does not dry out lips	15	0.99	59.41	0.5	37.13	0.99	0.99	100%	M	0.39	-0.98
Does not smear	16	1.98	44.06	0	48.51	0.5	4.95	100%	O	0.51	-0.93
Color lasts for at least 4 hours	17	27.23	21.29	0.5	31.68	0.99	18.32	100%	O	0.6	-0.54
Shine lasts for at least 4 hours	18	30.69	18.32	0.99	24.75	1.98	23.27	100%	A	0.57	-0.44
Provides 8 hours of color in one application	19	40.1	10.4	1.49	23.27	1.98	22.77	100%	A	0.66	-0.35
Provides 8 hours of shine in one application	20	32.67	11.88	2.48	23.27	0.99	28.71	100%	A	0.58	-0.36
Provides a long lasting color	21	17.33	25.74	0	43.56	0.99	12.38	100%	O	0.61	-0.7
Provides a lasting shine	22	24.75	18.32	0.5	37.13	0.99	18.32	100%	O	0.63	-0.56
I don't need to re apply during the day	23	43.56	12.38	1.49	19.31	0	23.27	100%	A	0.64	-0.32
Is fragrance free	24	15.84	16.34	3.96	10.89	0.5	52.48	100%	I	0.28	-0.28
Has a pleasant scent and taste	25	2.97	45.54	0	43.56	4.95	2.97	100%	M	0.49	-0.94
Moisturizes/hydrates lips	26	12.87	31.19	0.99	46.04	0.5	8.42	100%	O	0.6	-0.78
Provides age defying benefits	27	28.71	14.36	0.99	24.75	0.5	30.69	100%	I	0.54	-0.4
Provides sun protection/contains SPF	28	29.7	21.29	0.99	24.26	0.99	22.77	100%	A	0.55	-0.46
Reduces lip lines	29	25.25	20.79	0.99	28.71	0.99	23.27	100%	O	0.55	-0.5
Does not accentuate lip lines	30	7.43	27.23	6.93	30.69	4.46	23.27	100%	O	0.43	-0.65
Plumps lips	31	21.78	9.41	18.32	12.38	5.94	32.18	100%	I	0.45	-0.29
Conditions lips with continuous use	32	25.74	16.83	0.5	43.56	0	13.37	100%	O	0.7	-0.61
Available in a shade that is suitable to me	33	1.98	59.9	0	35.15	0.99	1.98	100%	M	0.38	-0.96
Available in a finish that is suitable to me	34	4.46	48.51	0	42.08	0.99	3.96	100%	M	0.47	-0.91
Provides the look I want in one step	35	30.2	21.29	0.5	35.64	0.5	11.88	100%	O	0.66	-0.57
Provides the look I want in two steps	36	7.43	30.69	9.41	17.82	6.93	27.72	100%	M	0.3	-0.58

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Kano Model Attribute Map

Results: Product Attribute Map
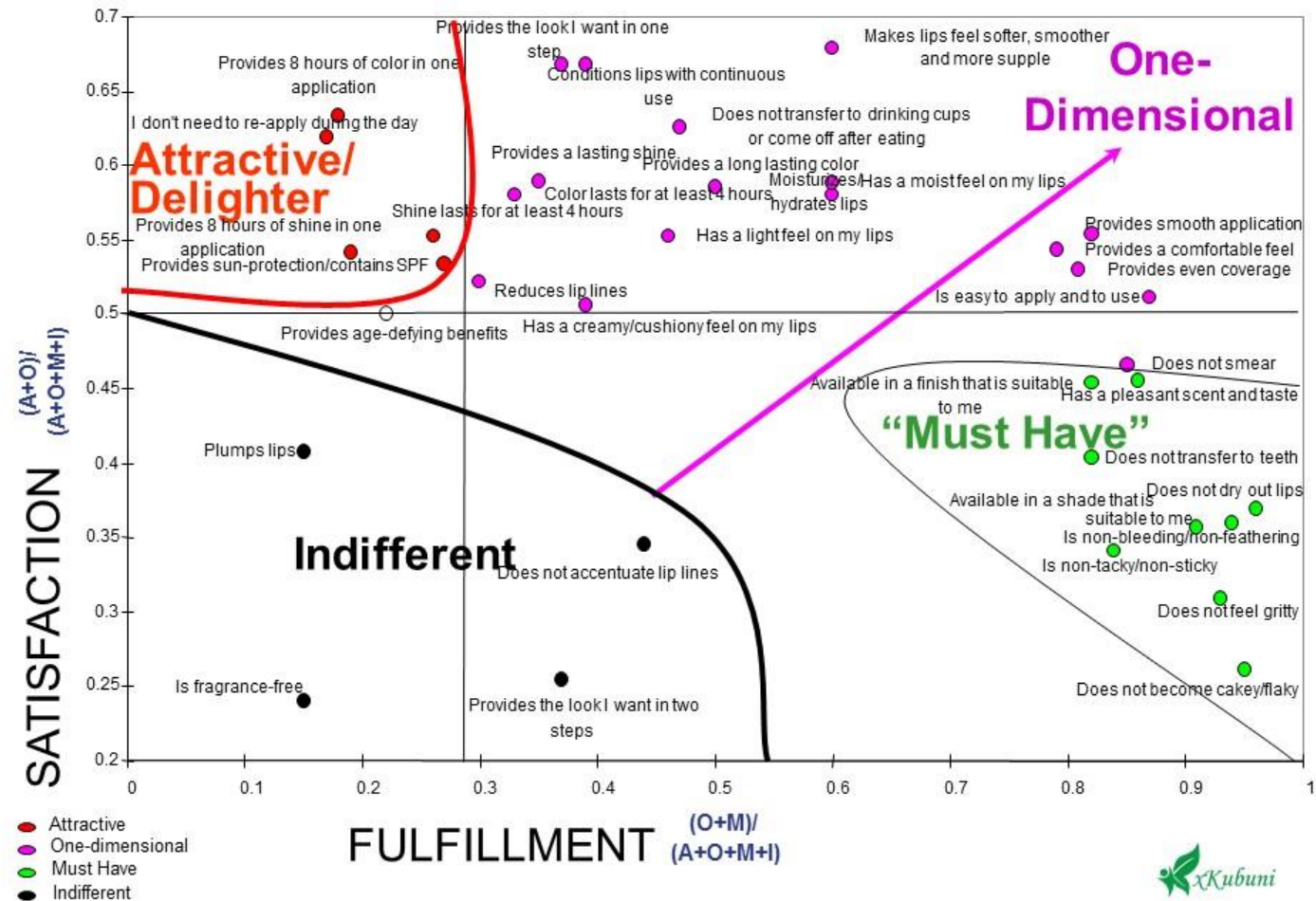
Who …participated
Classification Distribution

Q2: TYPE OF LIP PRODUCT PACKAGE AND APPLICATOR PREFERRED?	(%)
A bullet (Traditional case with cap, solid angled shaped lipstick)	75
A squeeze tube	15
A click pen (Thin long case with cap, soft/liquid lip color, adjustable amount of product, sponge tip or brush applicator)	28
A wand (Sponge tip/brush applicator in plastic/glass container with liquid lip product)	41
A trimline (Smaller version than traditional case with cap, solid flat shaped lipstick)	25
A pot (Small package with top, soft product, fingertip or brush application)	11
A slimline (thin long package (length of pen) with cap, solid flat shaped lipstick)	29
A two-step system (Dual-ended)	21
A two-step system (two separate products color and top coat used together)	13
Other	0
A bullet (Traditional case with cap, solid angled shaped lipstick)	75

Q3: AVERAGE NUMBER OF HOURS THE COLOR OF YOUR LIP PRODUCT LASTS ON YOUR LIPS (%)	(%)
Less than 1 hour	7
1-2 hours	34
3-4 hours	50
5-6 hours	7
7-8 hours	2
More than 8 hours	0
Less than 1 hour	7
1-2 hours	34

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