

Bilendi + **SAMSUNG**

FROM CURIOSITY TO USAGE

An AI-powered qualitative study on the acceptance of AI features in smartphones



TODAY'S SPEAKER

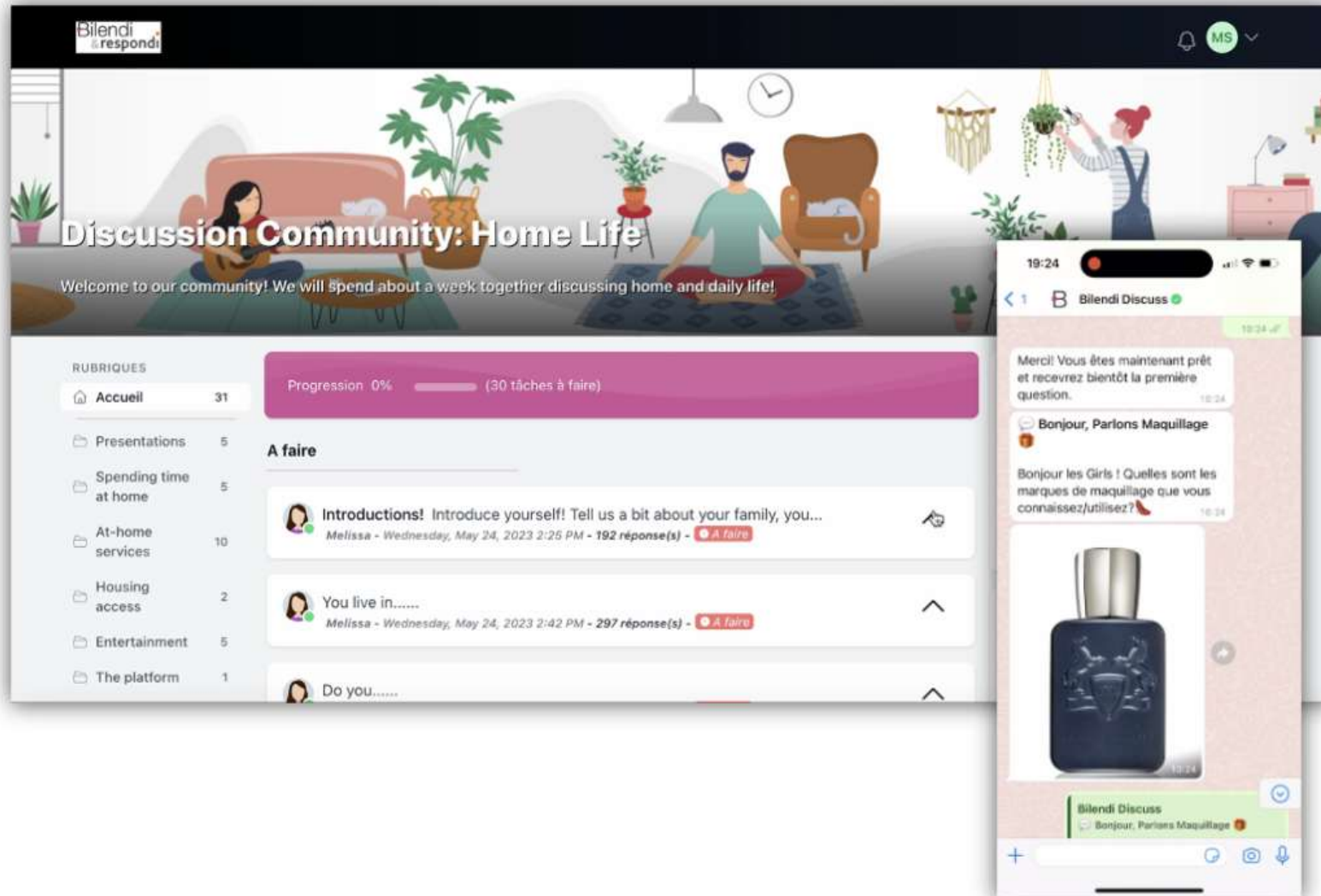


DANIEL CUNILL ROMERO

**Head of Market Research
Services for US and UK**

OVERVIEW OF BILENDI DISCUSS

Bilendi



Award-winning platform

Easy to use = time savings

Cost-efficient + quality

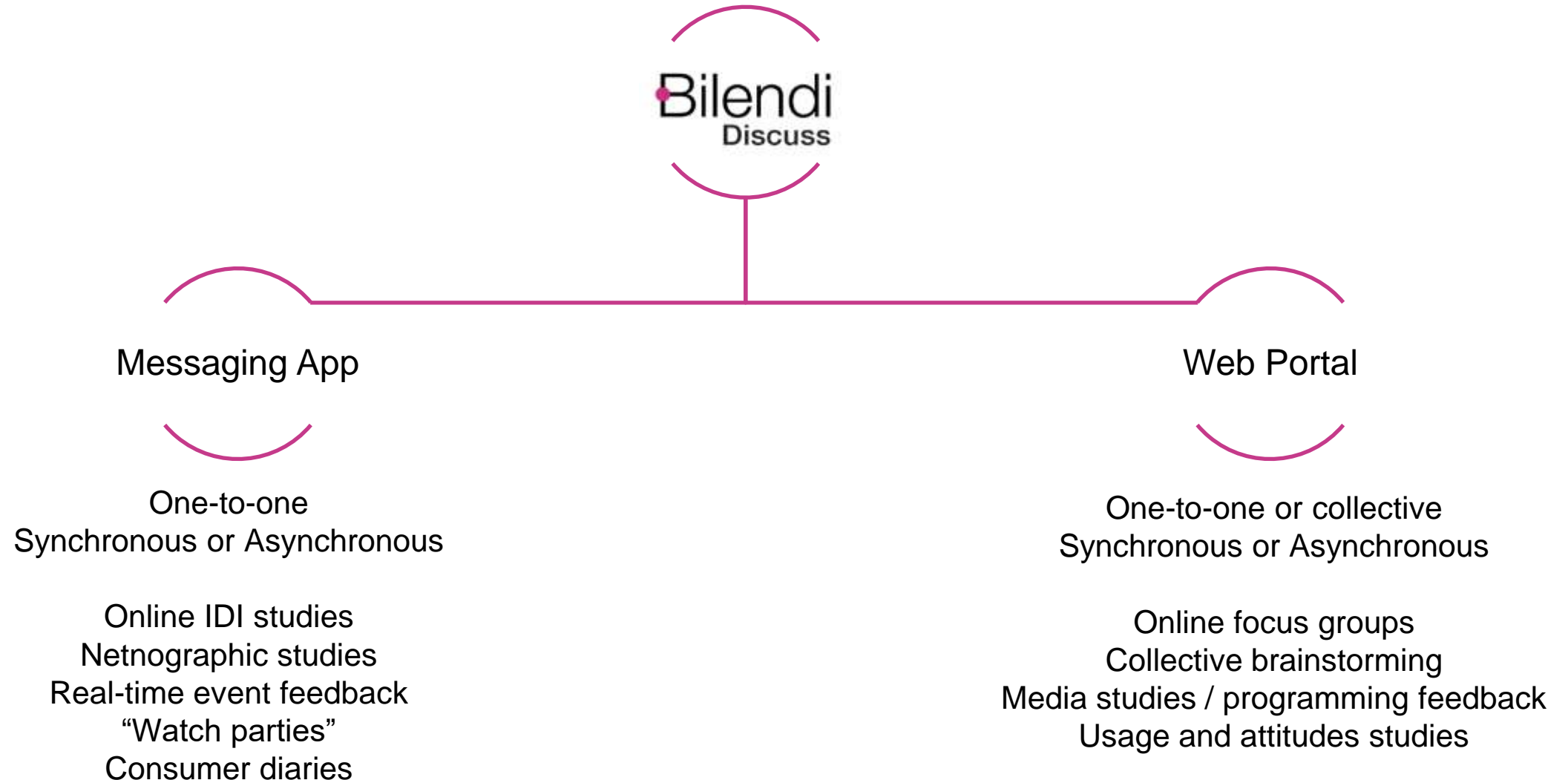
Built for qual, by qual

No additional software or apps

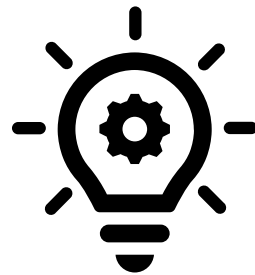
Individual or collaborative studies



OVERVIEW OF QUAL METHODS



WHAT BARI KNOWS
(**B**ilendi **A**rtificial **R**esearch **I**ntelligence)



AI IN QUAL: FROM START TO FINISH



AI can accompany us in research, every step of the way.

It is not intended to 'replace' a human researcher, but it is intended to **become our partner** at every stage of the study process –

provided that the AI is a good partner!

WHAT MAKES A GOOD PARTNER?



**AN AI WHO KNOWS
THE MR ROPES**

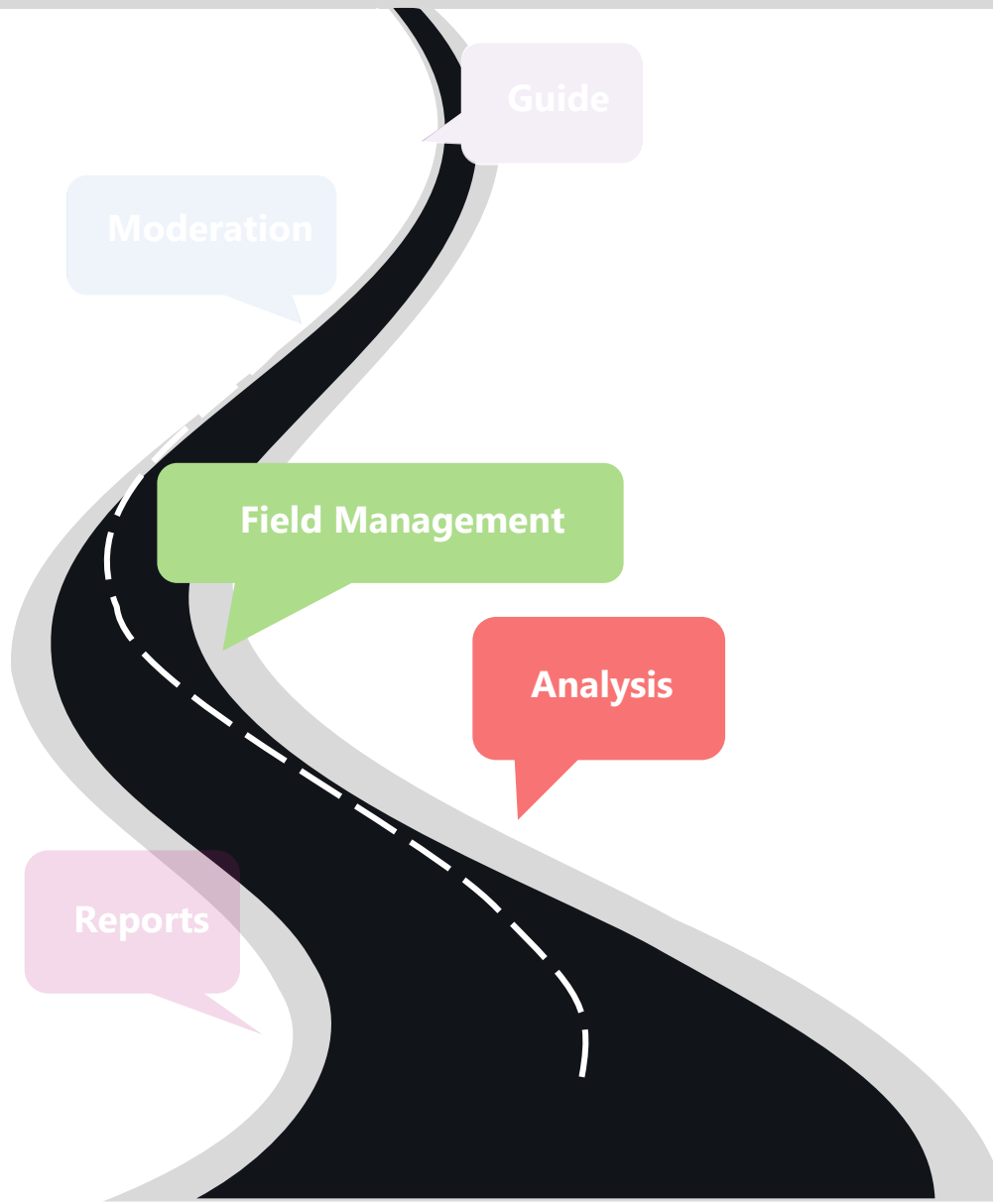


**AI
AT A CLICK**



**YOU KEEP
CONTROL**

FIRST THINGS FIRST: STARTING SIMPLE

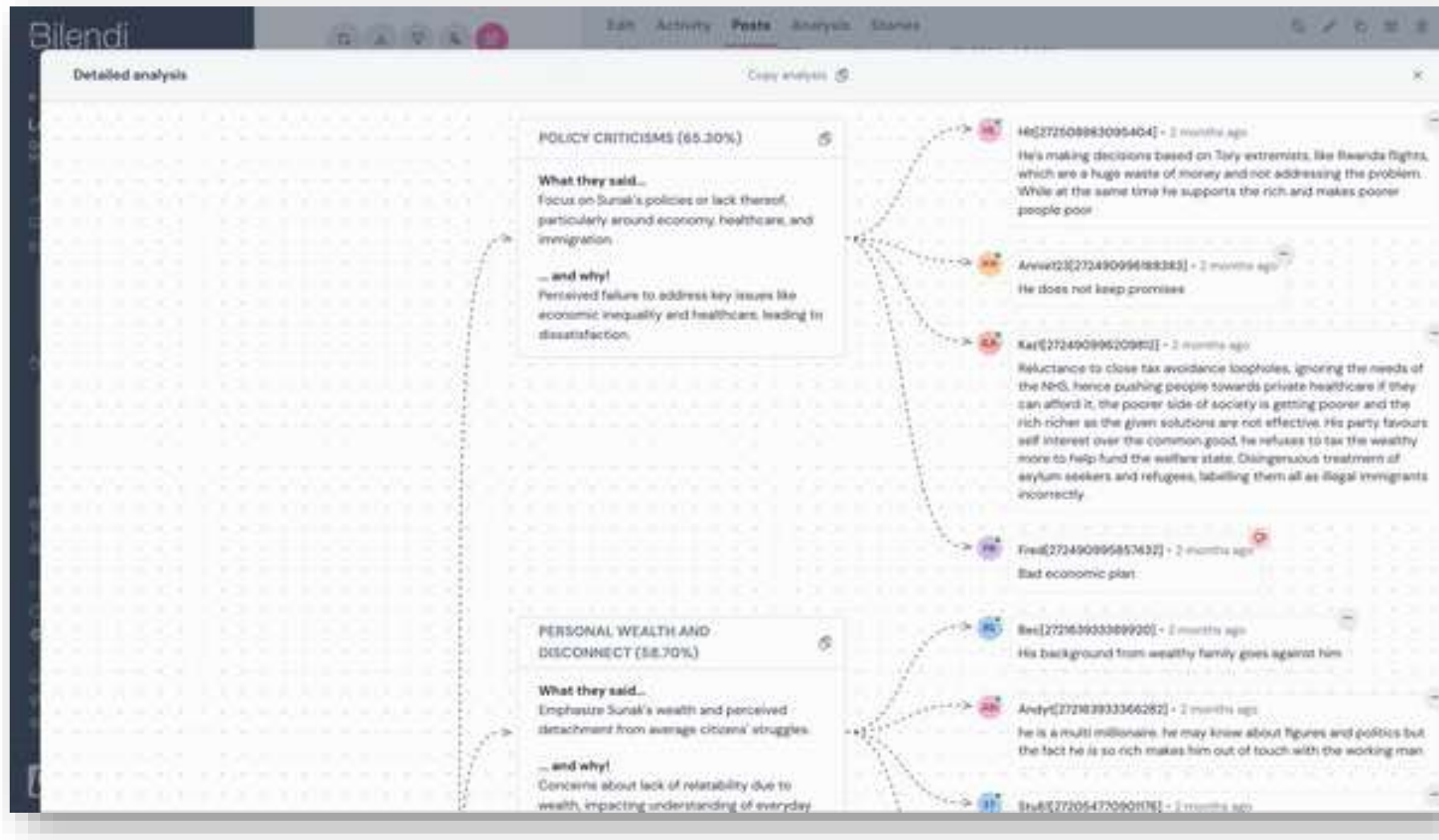


BARI began by intervening where the work to be done was closest to what AIs already knew how to do:

Translations and transcriptions

Summaries and typologies

BARI ANALYSES: SUMMARIES AND TYPOLOGIES



Task Analyses

Quick summary of results

Key ideas highlighted

Typologies generated with:
Percentage of participants
expressing the view

+

Supporting verbatims

BUT BARI DIDN'T STOP THERE!



BARI's skills were then extended to tasks where **business expertise and sensitivity to context** play a key role:

Moderating, in empathy with respondents and in line with study objectives

Drafting a discussion guide in line with best practices.

BARI MODERATION: THE RESEARCHER'S PERSPECTIVE

BARI orients follow-ups according to the **question and study objectives**

Describe your project in a few words so that BARI provides the most appropriate results:

The aim of this study is to understand people's relationship with fashion and clothing today, in a context where ecological demands seem to be at odds with the consumerist tendencies of this field.

RU

Ruby[261625529876662] • a month ago

My wardrobe is very varied. I have a very quirky fashion sense and love bright colours. I mainly wear dresses, midi dresses to be specific in a wide range of colours. You will also find seasonal clothing in my wardrobe such as Christmas dresses and Halloween dresses. I follow sustainability principles – if I can buy something second hand instead of new, I will always try. I also sell my clothing to buy new clothes when I have grown tired of them. In winter I love a jumper dress and you will find a big range of jumper dresses in my wardrobe in a range of different colours. Comfort is very important to me so you won't find jeans in my wardrobe, mainly skirts dresses and leggings. I also love walking so have a lot of active wear in there too.

Reply Tag

BA

BARI Moderator • a month ago

Response received

It's fascinating how you prioritize sustainability in your wardrobe! Could you tell us more about how you go about finding second-hand pieces and your experience with selling clothing? It seems like you have a well-organized wardrobe with a unique fashion sense!

RU

Ruby[261625529876662] • a month ago

I love looking through charity shops and trying on different things – the quirkier the better. I also love shopping on vinted and when I see an item full price in a shop, I will check vinted to see if I can pick the item up second hand first. I have been selling clothing on vinted for two years now and have sold nearly 200 items with 5 star reviews. I have always had a positive experience selling clothing and love using the money I have made from selling to buy new clothes

Reply Tag

BA

BARI Moderator • a month ago

Thank you, Ruby, for sharing your insightful experiences with us! Your dedication to sustainability and unique fashion sense is truly inspiring.

Your wardrobe

In progress

Dec 7, 2023 · 3:00 PM

Content

Let's chat a bit about your wardrobe! What can we find in it? Tell us a little about how you put your wardrobe together, what pieces you have, what principles you follow, and so on.

Posted by

ME Melissa
a month ago

BARI Analysis ⓘ



BARI is your chatGPT-powered assistant. We took care of prompting, the result is one click away!

BARI MODERATION: THE PARTICIPANT'S PERSPECTIVE

BARI orients via **natural language processing** to understand what is important to the participant

The screenshot shows a chat interface with a light blue background. At the top, a participant named 'Angelkissx84[5853]' (indicated by a red 'AN' icon) posts a message a month ago. The message describes how they express their feelings through clothing for different occasions like work, parties, or casual meet-ups, and mentions matching accessories like hats and sunglasses in winter and summer. Below this, a BARI Moderator (indicated by a purple 'BA' icon) responds a month ago. The response is highlighted with a green border and a 'Response received' status. The moderator's message expresses interest in the participant's outfit choices and asks for an example of a recent outfit that made them feel confident or comfortable. At the bottom, the participant replies a month ago, mentioning a Fendi maroon dress, a black wool coat, a matching Fendi bag, and Gucci boots, and describes a fun Christmas party where they received compliments. The interface includes 'Reply' and 'Tag' buttons for each message.

Angelkissx84[5853] • a month ago

They show and express how I feel that day or for that occasion, like work, work drinks friday evening, party or wedding I have attended, or if casual meet up with family or my best friend or going shopping, Meal or to leisure centre for a swim or a jog at my green chain path walk here.. And the bags and accessories I love to match with what I wear. Especially now winter with cosy hats, gloves snoods and ear muffs to keep ear warm when icy out. 🧣 Make me feel smart or can be cool depending on the day.

In the summer 🧡🧡 match up sunglasses or bucket hats as they have been in this year. Match up sunglasses 🕶

Reply Tag

BARI Moderator • a month ago ✓ Response received

It's really interesting to hear how you match your outfits and accessories to different occasions and seasons. Could you share an example of an outfit that made you feel especially confident or comfortable recently? It'd be great to hear more about the impact of these choices on your overall mood and confidence.

Angelkissx84[5853] • a month ago

Yess my fendi maroon dress long, my fendi black wool coat and matching fendi bag. With dark brown suede boots by Gucci For work Christmas party! Party 🎉🎵 soo fun Felt confident and flattered my figure and my legs Got lots compliments 😊😊

Reply Tag

The sidebar panel is titled 'Your wardrobe' and features a green 'In progress' status bar. Below this, it shows the date and time 'Dec 7, 2023 · 3:00 PM'. The 'Content' section contains the text: 'Let's chat a bit about your wardrobe! What can we find in it? Tell us a little about how you put your wardrobe together, what pieces you have, what principles you follow, and so on.' The 'Posted by' section shows a purple circle with 'ME' and the name 'Melissa' with the timestamp 'a month ago'. The 'BARI Analysis' section has a green checkmark icon and the text: 'BARI is your chatGPT-powered assistant. We took care of prompting, the result is one click away!'.

Your wardrobe

In progress

Dec 7, 2023 · 3:00 PM

Content

Let's chat a bit about your wardrobe! What can we find in it? Tell us a little about how you put your wardrobe together, what pieces you have, what principles you follow, and so on.

Posted by

ME Melissa
a month ago

BARI Analysis ✓

BARI is your chatGPT-powered assistant. We took care of prompting, the result is one click away!

BARI GUIDE: IN THREE EASY STEPS

Step 1: Brief BARI

Create my discussion guide with BARI

BARI will generate a discussion guide, automatically program the tasks, and configure key elements to help you get started quickly. You'll still have full control to customize every detail of your project at the end.

Welcome
Choose how to start your project.

Parameters
Share the basic parameters of your project, including your research objectives. This will help guide BARI in the creation of a discussion guide tailored to your specific needs.

Guide structure
Review and edit your discussion guide's structure.

Completed
Your discussion guide has been generated and tasks created! You may now review them and make any changes you would like.

Write a descriptive title of your project: *

Feedback and opinions on the German cooking magazine

Brief BARI on your research: *

Please keep your response clear and simple so BARI doesn't lose focus. (Maximum 1000 characters)

and lifestyle? What improvements or additional features would they like to see?

We will also want to ask questions to participants based on their subscription, or why others have not subscribed.

What is your target country? *

Georgia

How long will this Discuss project last? *

7 days

How many participants do you expect? *

1

Participant groups (optional)

+ Add participant groups

Save

Generate guide structure

Research

Target country

Duration

Number of participants

Types of participants

BARI GUIDE: IN THREE EASY STEPS

Step 2: Review your guide's structure

Bilendi Discuss

KüchenKunst Zeitschrift: Dein Geschmack zählt!

Create my discussion guide with BARI

BARI will generate a discussion guide, automatically program the tasks, and configure key elements to help you get started quickly. You'll still have full control to customize every detail of your project at the end.

Welcome
Choose how to start your project.

Parameters
Share the basic parameters of your project, including your research objectives. This will help guide BARI in the creation of a discussion guide tailored to your specific needs.

Guide structure
Review and edit your discussion guide's structure.

Completed
Your discussion guide has been generated and tasks created! You may now review them and make any changes you would like.

Phase 4

Phase title: *

Subscription Decisions

Phase description: *

subscription satisfaction and reasons for cancellation or non-subscription. Additionally, questions will explore the correlation between frequent cooking habits and the likelihood of subscribing to a cooking magazine.

Goals of this phase: *

opportunities to attract and retain subscribers. Differentiation is necessary: Subscribers will discuss satisfaction and retention factors, Former subscribers will explain cancellation reasons, and Potential subscribers will explore what might encourage them to subscribe.

Rubric name for this phase's tasks: *

Abo-Entscheidungen

Desired phase duration: *

2 days

Save **Delete** **Accept**

KüchenKunst Zeitschrift: Dein Geschmack zählt!

Our research aims to gain insights into the preferences, satisfaction, and engagement of readers of the magazine, a leading German cooking magazine. The research will help us understand how readers interact with the magazine, their opinions on content and design, and identify opportunities for improvement. Based on the research results, we will develop a new magazine design, which aspects of the magazine readers most value, including layout, content, and features, ensuring the effectiveness of the magazine. We will also explore the magazine's impact on readers' cooking habits and how it influences their cooking. The research will help us understand the magazine's role in the kitchen and how it can be used to improve the magazine's content and design. The research will also help us understand the magazine's impact on readers' cooking habits and how it influences their cooking. The research will help us understand the magazine's role in the kitchen and how it can be used to improve the magazine's content and design. The research will also help us understand the magazine's impact on readers' cooking habits and how it influences their cooking.

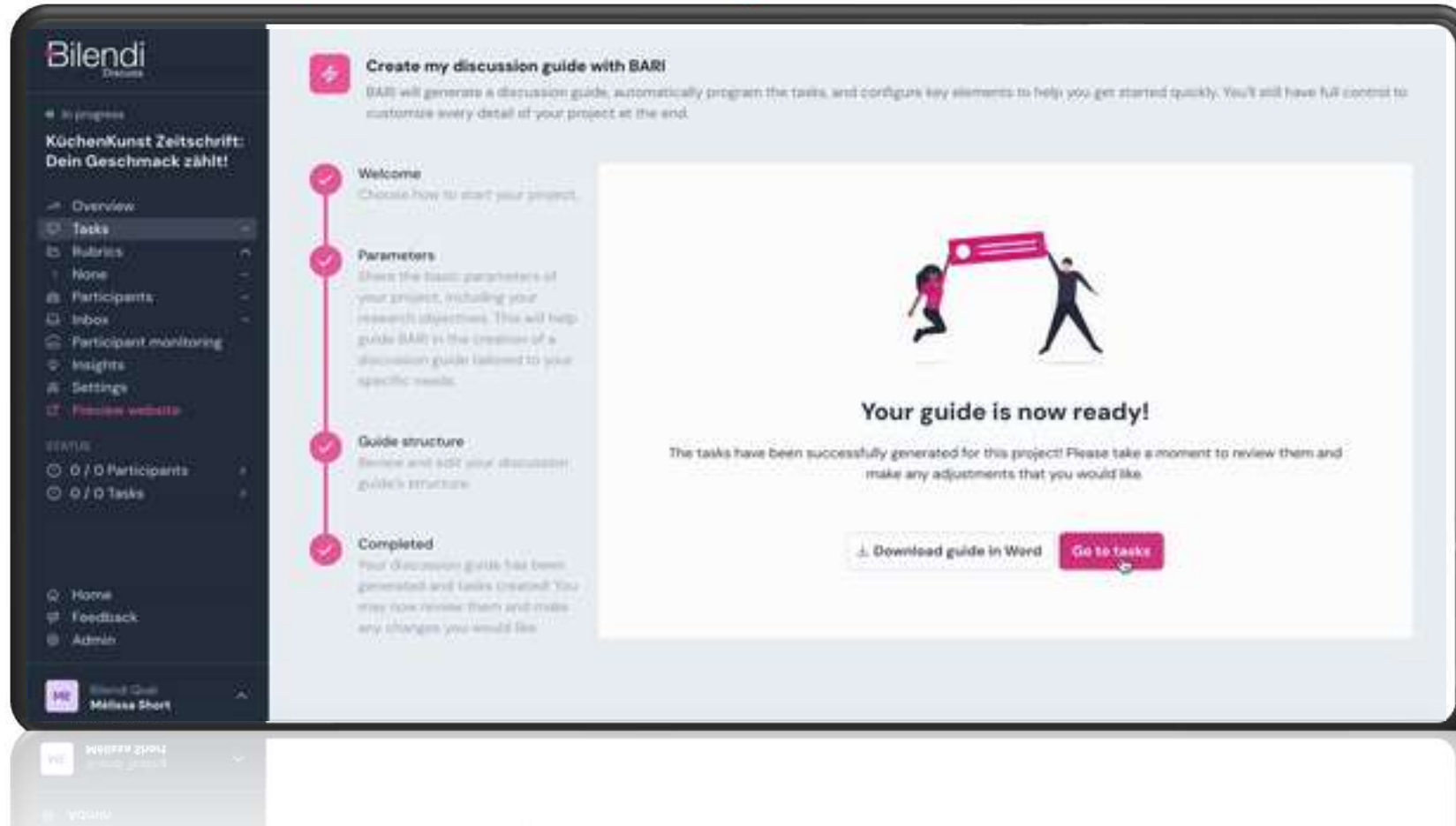
1. Introduction and Cooking Goals

Introduction:

Participants will discuss their motivation and goals for the research. They will also discuss their expectations for the research and how they will use the results. The research will help us understand the magazine's role in the kitchen and how it can be used to improve the magazine's content and design. The research will also help us understand the magazine's impact on readers' cooking habits and how it influences their cooking.

BARI GUIDE: IN THREE EASY STEPS

Step 3: Review your final tasks



BARI IS WITH YOU ALL THE WAY!

Bilendi



BARI has now taken the next step and is able to **prepare a PowerPoint report** for the study.

SAMSUNG

Galaxy S24 Series

Galaxy AI ✨ is here



SAMSUNG EUROPE'S INSIGHTS COMMUNITY



- **Core value:** Drive for innovation
- **65** insights professionals across **41** markets
- **Key WoW:** Building 'workstreams' across markets



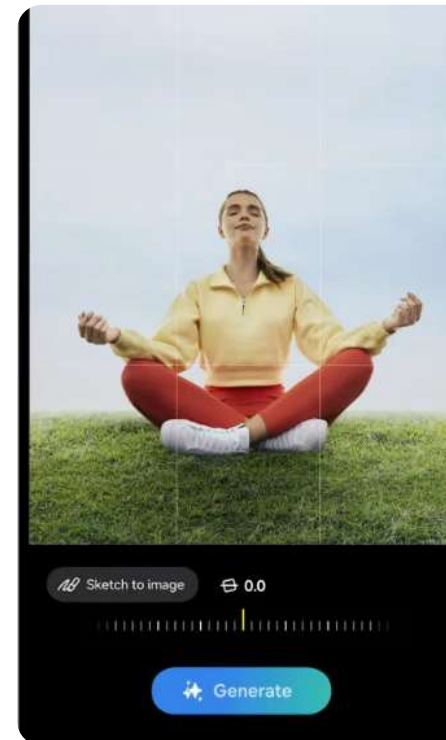
SAMSUNG

DEFINING THE PLAYGROUND

- **Use Case: Galaxy AI** ✨
- **Samsung's latest innovation:** AI-powered features built into Galaxy devices, designed to make everyday tasks faster, easier, and fun
- **Knowns:** Who + diagnostic data
- **Unknowns:** associations, motivations, drivers & barriers of usage, satisfaction and more
- Learnings to **fine-tune our comms**

Examples of Galaxy AI

photo editing



advanced websearch



FROM BRIEF TO GUIDE: FAST-TRACK SETUP

SAMSUNG

Consumer & Market Insights

Project Objectives

We would like to broaden and deepen our understanding of some key aspects of Samsung Galaxy AI and its adoption and usage among the Samsung customer base. In order to do so, the research should focus on Samsung customers that possess a smartphone with Galaxy AI functionalities already installed. The following key aspects involving Galaxy AI and its individual features should be explored:

General perception of Mobile AI (i.e. AI being used to enhance smartphone experience)

- What is the general attitude towards AI?
- What is the attitude towards an increased availability of AI functionalities on smartphones?
- What are the pains and gains? Perceived benefits and drawbacks?

Adoption and Awareness

- Explore how users discover and learn about Galaxy AI features
- Understand the narratives and personal experiences that lead to the adoption of Galaxy AI functionalities
- How is Galaxy AI perceived by Samsung users (as opposed to AI in general)?

Usage Patterns

- Uncover detailed user stories and contexts in which Galaxy AI features are deployed
- Identify which Galaxy AI functionalities integrate seamlessly into daily routines and which do not

Copy &
Paste

Schreiben Sie einen beschreibenden Titel für Ihr Projekt: *

Galaxy AI Insights - Switzerland (DE)

Informieren Sie BARI über Ihre Forschung: *

Bitte halten Sie Ihre Antwort klar und einfach, damit BARI den Fokus nicht verliert :)

challenging to use these AI features and/or do not see the benefit in them

We would like to broaden and deepen our understanding of some key aspects of Samsung Galaxy AI and its adoption and usage among the Samsung customer base. In order to do so, the research should focus on Samsung customers that possess a smartphone with Galaxy AI functionalities already installed.

General perception of Mobile AI (i.e. AI being used to enhance smartphone experience)

- What is the general attitude towards AI?
- What is the attitude towards an increased availability of AI functionalities on smartphones?

Adoption and Awareness

- Explore how users discover and learn about Galaxy AI features

Usage Patterns

- Uncover detailed user stories and contexts in which Galaxy AI features are deployed continuously, i.e. the use of a certain function becomes a habit
- Uncover stories (if possible) why users stopped using selected Galaxy AI functions
- Identify if at all and how often customers execute certain tasks on their mobile phones (e.g. web search, foto editing, text translations, translation of single words etc.)
- Identify which competitor apps they use for certain tasks

User Experience

- Gather in-depth feedback on user satisfaction to Galaxy AI features
- Gather in-depth feedback on user experience to Galaxy AI features, with a specific view on barriers to usage
- Identify specific pain points or areas for improvement based on personal user experiences
- Better understand specific use cases for Galaxy AI features to understand when, how, and why people use these features in their lives

Was ist Ihr Zielland? *

Schweiz

Wie lange wird dieses Discuss-Projekt dauern? *

8 Tage

Mit wie vielen Teilnehmern rechnen Sie? *

300

Teilnehmergruppen (optional)

Name der Gruppenkategorie: *

user typology

In welcher Beziehung stehen die Forschungsziele für diese spezifische Kategorie zum allgemeinen Forschungsziel? *

Gruppennamen: *

1. users

samsung clients who already use some AI features on their mobile on a more regular basis

2. non-users

samsung clients who do not use AI features on their mobile as of now

3. lapsed uers

Samsung client who have used Galaxy AI but stopped using it

brief

fieldwork; n

subgroups

SAMSUNG

FROM BRIEF TO GUIDE: FAST-TRACK SETUP


💡 Die Struktur Ihres Diskussionsleitfadens wurde erstellt! Sie können auf die Titel, Beschreibungen und Ziele der einzelnen Phasen klicken, um Ihre eigenen Änderungen vorzunehmen und sie zu speichern, um später darauf zurückzukommen. Sie können auch Phasen hinzufügen oder löschen. Wenn Sie mit der Struktur zufrieden sind, klicken Sie auf „Akzeptieren“ für jede Phase, bevor Sie die Aufgaben Ihres Projekts erstellen.

Phase	1
Phasentitel: *	<input type="text" value="Introductions and Initial Perceptions"/>

Phase	2
Phasentitel: *	<input type="text" value="Discovery and Awareness of Galaxy AI Features"/>
Phasenbeschreibung: *	<input type="text" value="Explore how participants first learned about Galaxy AI features. Participants will be asked about their sources of information (e.g., media, word of mouth, in-app notifications) and what solutions or tasks they initially associated with these features. Use survey items to quantify awareness levels of specific AI functionalities among participants. Additionally, inquire about any language barriers they might have faced in understanding these features."/>
Ziele dieser Phase: *	<input type="text" value="To identify and understand how participants become aware of the AI features, uncovering the effectiveness of current communication strategies. By asking about language challenges, this phase can address the hypothesis regarding language-related issues in understanding feature descriptions. <u>For this phase, differentiate the questions to explore the 'users' group's effective strategies and 'non-users' group's awareness barriers.</u>"/>
Rubrikname für die Aufgaben dieser Phase: *	<input type="text" value="Entdeckung"/>
Gewünschte Phasendauer: *	<input type="text" value="1"/> Tage
<div><input type="button" value="Speichern"/> <input type="button" value="Löschen"/> <input checked="" type="button" value="Akzeptieren"/></div>	

FROM BRIEF TO GUIDE: FAST-TRACK SETUP

Phase 1	Phasentitel: * Introductions and Initial Perceptions
Phase 2	Phasentitel: * Discovery and Awareness of Galaxy AI Features
Phase 3	Phasentitel: * Adoption Patterns and Habit Formation
Phase 4	Phasentitel: * User Experience and Satisfaction
Phase 5	Phasentitel: * Exploration of Specific Use Cases and Opportunities for Improvement



Ihr Leitfaden ist jetzt fertig!

Die Aufgaben für dieses Projekt wurden erfolgreich erstellt! Bitte nehmen Sie sich einen Moment Zeit, um sie zu überprüfen und ggf. Anpassungen vorzunehmen.

[Anleitung als Word-Datei herunterladen](#) [Gehe zu den Aufgaben](#)

FAST-TRACK: CUSTOMIZATION & TRANSLATION

The screenshot shows a social media post creation interface. On the left is a sidebar with a list of posts from February 12th to 19th, 2025. The main area is titled 'Bearbeiten' (Edit) and contains fields for 'Titel' (Title), 'Inhalt' (Content), 'Veröffentlichungsdatum' (Publication date), 'Verzögerung' (Delay), 'Teilnehmergruppen' (Participant groups), and 'Rubriken' (Categories). A modal window titled 'user group-specific distribution' is overlaid on the right side of the main area. This modal contains two columns, each with a 'Content' field, a 'Participant group(s)' field (with a dropdown menu showing 'usage-general' and 'non-user'), and a 'Rubrics' field. The 'Speichern' (Save) button is at the bottom right of the modal. The right sidebar shows a 'Willkommen zur ersten Phase!' (Welcome to the first phase!) post by 'f.bauer' from 2 minutes ago, with a 'BARI-Analyse' (BARI analysis) toggle and an 'Alle Antworten anzeigen' (Show all answers) toggle.

user group-specific distribution

Content	Participant group(s)	Rubrics
Erzähle uns, wie du zum ersten Mal von Galaxy AI und seinen Funktionen erfahren hast. War es durch Freunde, Familie, Werbung oder vielleicht etwas anderes?	usage-general current_user	Bewusstsein & Entdeckung
Du hast Galaxy AI bisher nicht genutzt. Hast du schon davon gehört? Was geht dir durch den Kopf, wenn du Galaxy AI hörst? Antworte uns gerne in einer Form deiner Wahl, z.B. via Sprachnachricht, Text oder kurzem Selfie-Video.	usage-general non_user	Bewusstsein & Entdeckung

60 min to sign-off
the entire project!

SAMSUNG

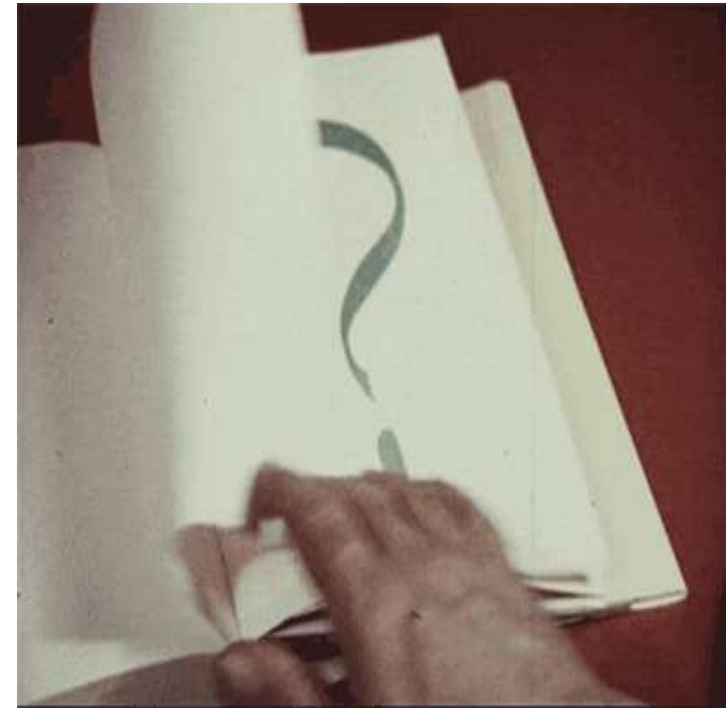
SUMMARISING THE SETUP PROCESS

BARI

Lets you skip the intro and get to the main part



Alleviates the burden of the blank page



REAL TALK (!?): BARI'S ROLE IN MODERATION

- **Full AI Moderation:** No human interference - BARI managed all conversations independently
- **Human role:** Watching out for red flags
- **Adaptive Follow-Ups:** BARI decided when to probe, with intermediate intensity set for balanced engagement

NOTE ON MODERATION

- Meaningful & relevant
- **Good or Bad?:** BARI 'behaved well' and always stuck to the brief – possibly at the expense of exploring unplanned angles



ANALYSIS: NAVIGATING A SEA OF MESSAGES

Quick Orientation: fast and well-balanced summaries with an overview of all/most themes

Bias for Action: BARI speaks marketing lingo and tries to derive conclusions and actions in each summary

Solid foundation: output is great starting point for manual review to increase understanding and add 'thickness'





1. Confirmation and surprises regarding **usage scenarios of Galaxy AI functions**
2. Much clearer idea about who/what the **competition of Galaxy AI** is
3. Food for thought on how to **differentiate Galaxy AI** more clearly
4. Marketers love the **unfiltered 'voice of customer'**
5. Promising way to **engage customers and stakeholders**

- BARI uses an LLM that is trained as a professional researcher, in terms of guide development, survey design, moderation and analysis
- It is a capable assistant who can support and enable Insight Professionals to run research that otherwise would not be possible
- It is a great mix of qual and quant - its strength lies at the intersection
- Depending on the topic, it does not replace a fully-fledged qual project, simply because a WhatsApp chat is not as in-depth as a face-to-face interview, but BARI follow up questions come close
- Bilendi Discuss is a great use case for what Ethan Mollick teaches us: it can serve as co-intelligence, but it performs best with human guidance
- But definitely a great colleague which opens up new doors and new ways of working & collaboration

GET IN TOUCH

 Bilendi

RFQ.US@bilendi.com

 Bilendi

Thank you!