

SEGMENTATION

reimagined



Make home
the happiest place
in the world

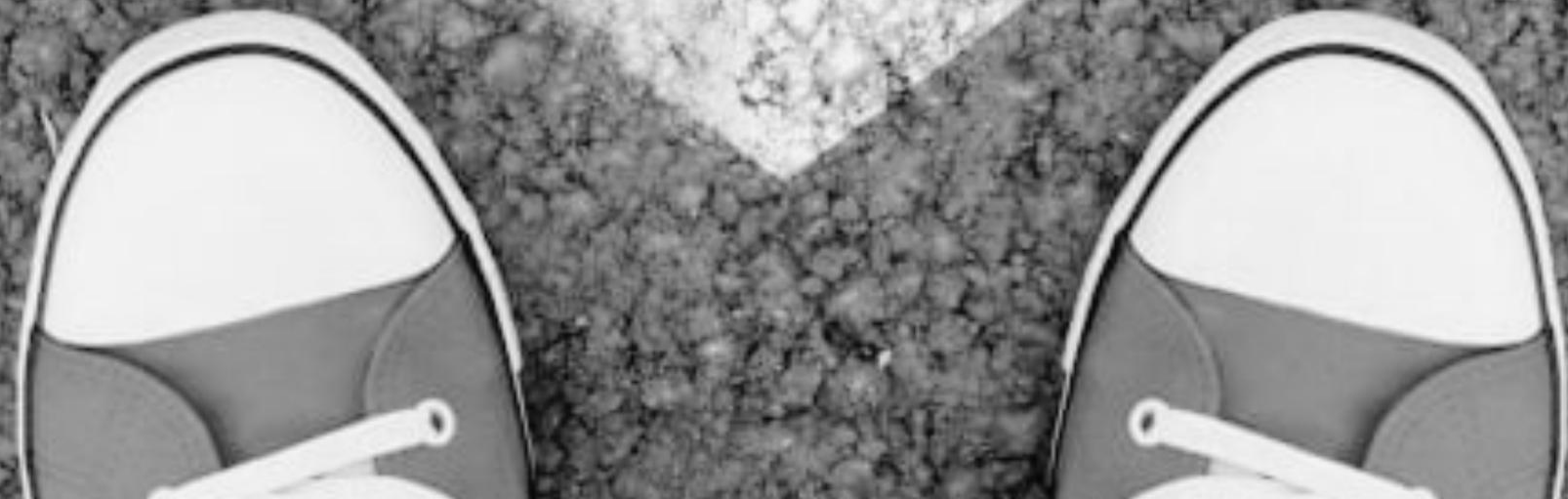


SEKISUI HOUSE



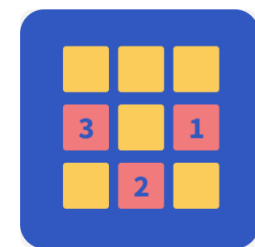
OLD

NEW

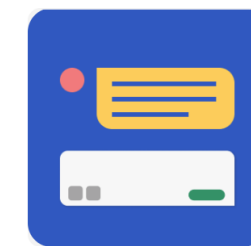


N = 1,300

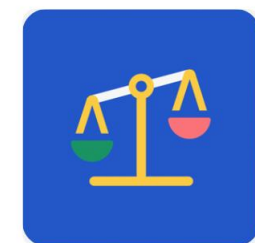
LOI = 15 mins



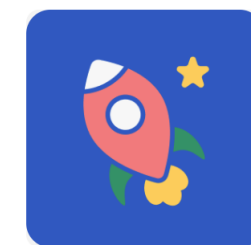
28 Close-ended
choice/ranking/rating questions



11 Open-ended
text/audio/video questions



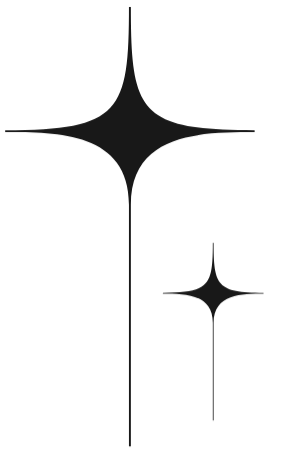
1 Maxdiff
trade-off ranking exercise



1 Projective
Metaphor Elicitation

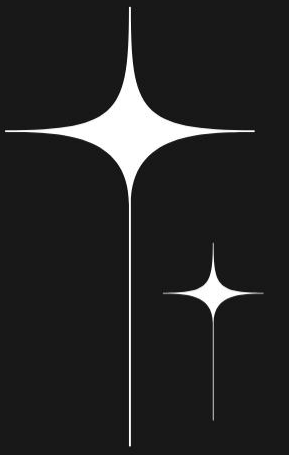


2 Numeric
Open-ended questions





Key Benefits



Data Collection

- Flexible quant/qual hybrid
- Engaging, enabling, and exploratory
- Consumer-led
- Faster/easier to design

**Prepared data from
Metaphor Elicitation, OE,
Maxdiff**

**Iterated the codes
against analytics
objectives**

**Conducted Segmentation
based on the Emotional
Ladder**

Step 1

Step 3

Step 5

Step 2

Step 4

Step 6

**Briefed the AI to guide the
development of themes/codes
for the Emotional Ladder**

**Developed the
Emotional Ladder and
ran correlations**

**Profiled the
Segments**



**Emotional
Benefits**

**Emotional Benefits Resulting from
Functional Benefits or Utilities**

**Functional
Benefits**

**Functional Benefits or Utilities of
Quality**

**Home
Features**

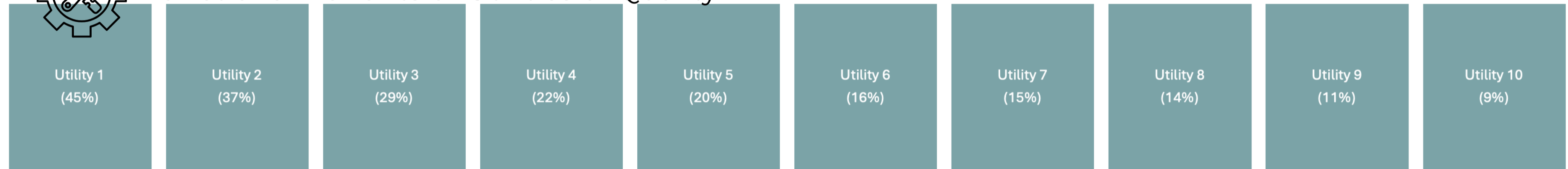
**Technical or Observable
Indicators or Cues of Quality**



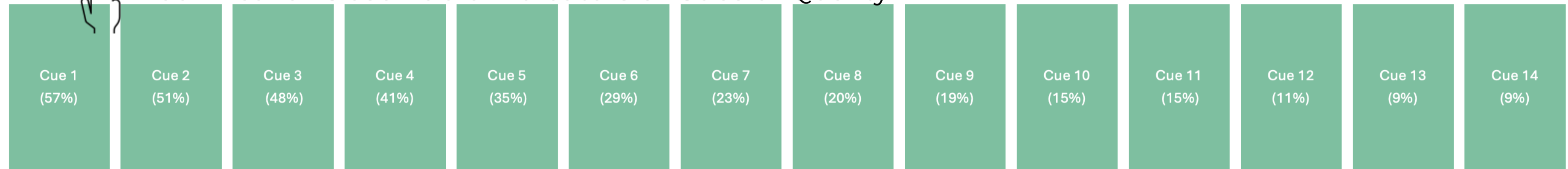
Emotional Benefits Resulting from Functional Benefits or Utilities



Functional Benefits or Utilities of Quality



Technical or Observable Indicators or Cues of Quality

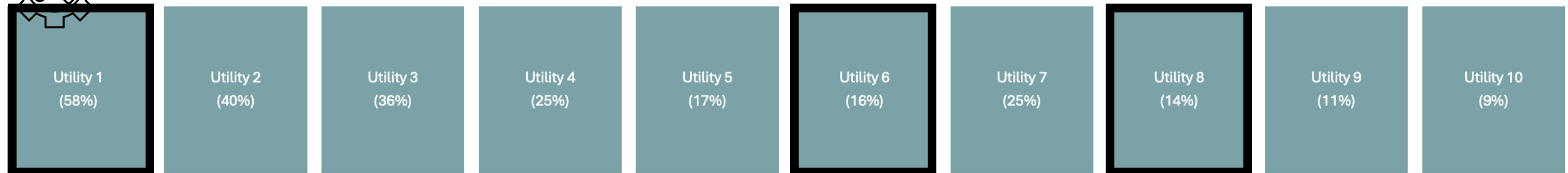




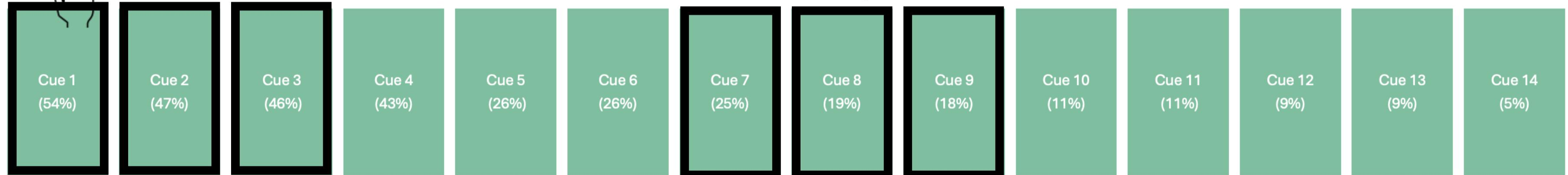
Emotional Benefits Resulting from Functional Benefits or Utilities



Functional Benefits or Utilities of Quality

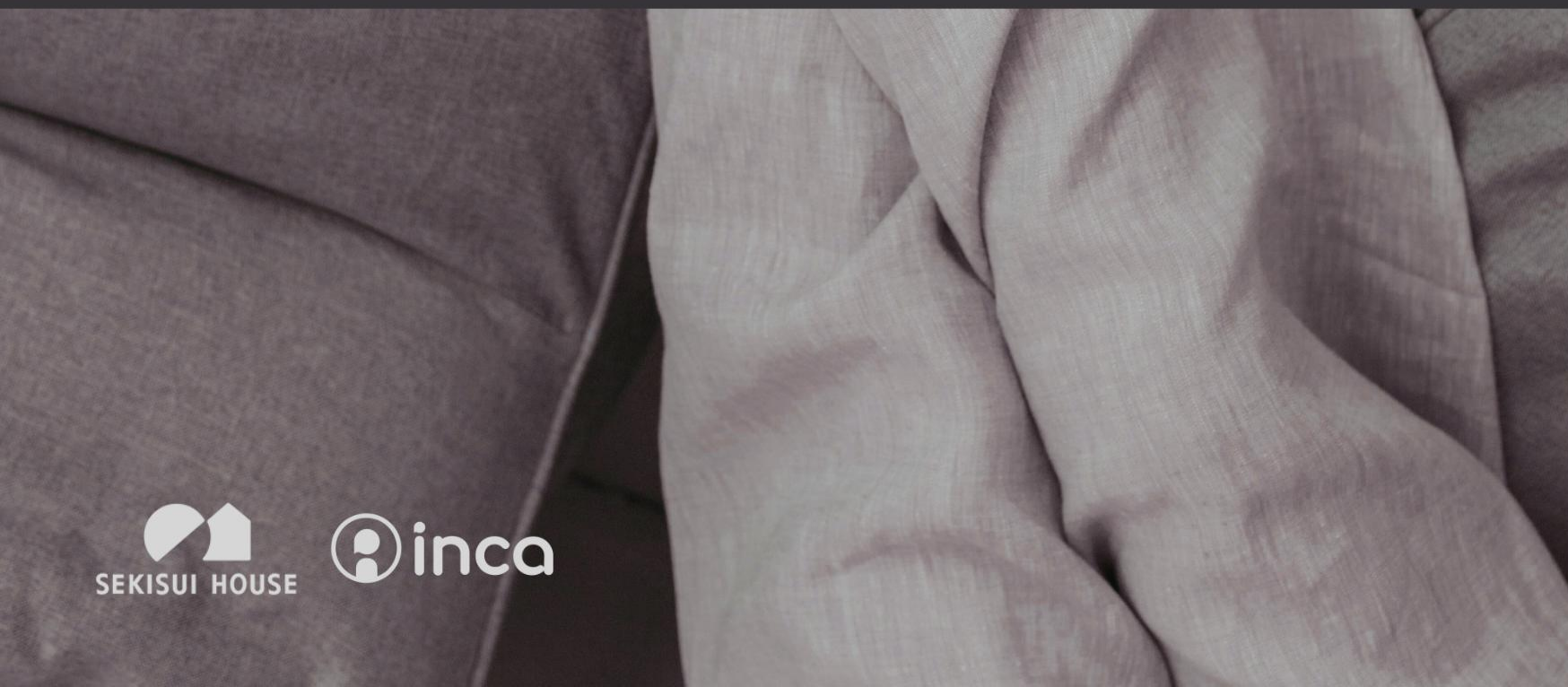


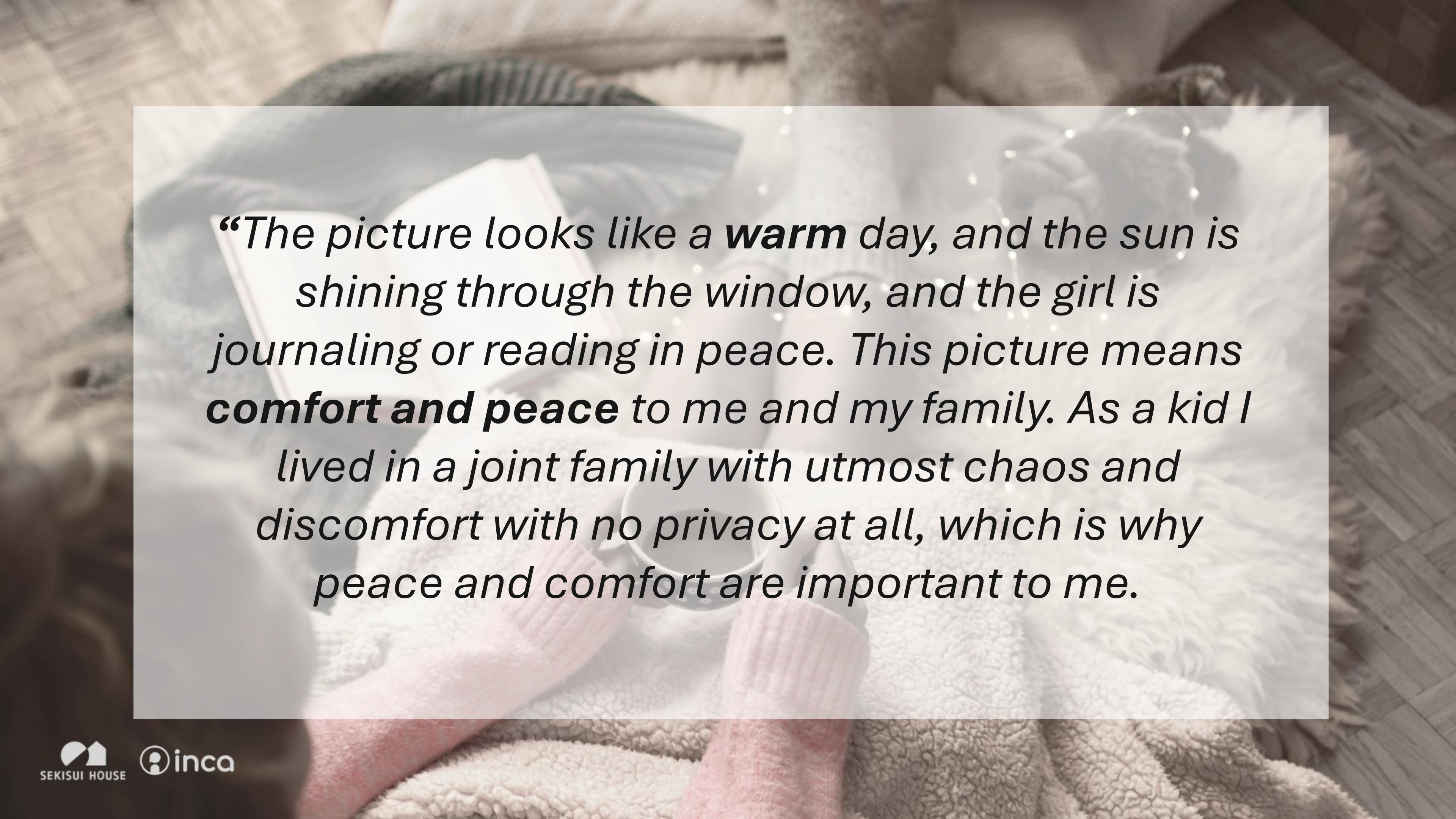
Technical or Observable Indicators or Cues of Quality






**Segmentation from emotion,
not just data**

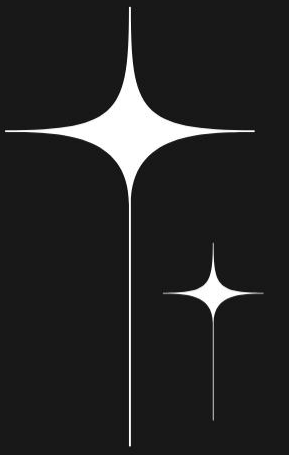


A person is lying on a light-colored, textured sofa, reading a book. A white mug is placed on their lap. The scene is softly lit, suggesting a warm, sunny day. The background is slightly blurred, focusing attention on the person and their activity.

*“The picture looks like a **warm** day, and the sun is shining through the window, and the girl is journaling or reading in peace. This picture means **comfort and peace** to me and my family. As a kid I lived in a joint family with utmost chaos and discomfort with no privacy at all, which is why peace and comfort are important to me.*”

A person is lying on a light-colored, textured rug, reading a book. A white cup of coffee sits on the rug near their feet. The background is a warm, wooden floor. The text is overlaid on a semi-transparent white rectangle.

*“Home inside decoration, keep it simple and unique where **the mind can easily find comfort**...I just like the aesthetics of the house. When you walk in and it looks like it's built well it has appeal to it that draws you in ... It's **the lines** in the house and how much **natural light** is allowed into the house... the last touch is the **paint, wallpaper, wood finish**; It brings all the qualities of the home to the fore front.”*



Key Benefits

Analysis

- Fewer variables, faster and smarter
- Unbiased input, emotional depth
- Not just statistically significant, but also human and relatable
- Easier to see these “people”

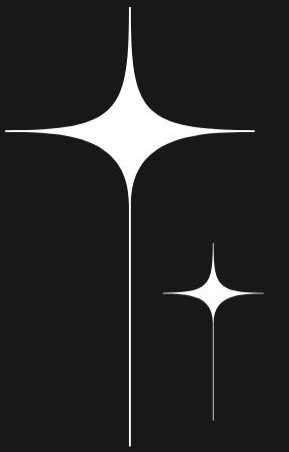


insights

marketing

sales

design



The Impact

**Action Across
the Business**



ASK US WHY

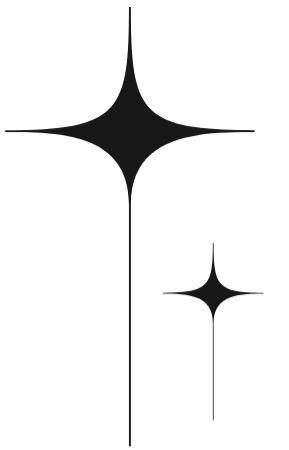
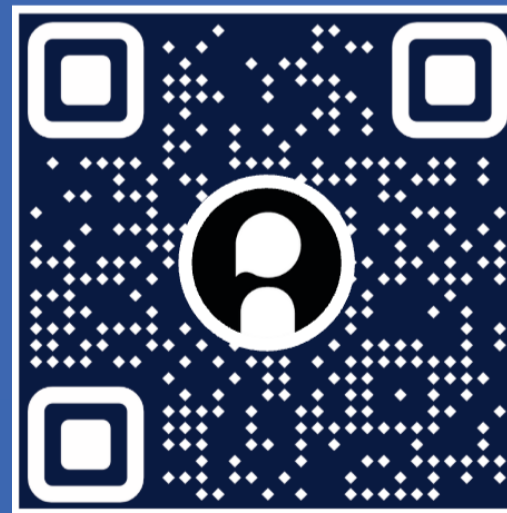
THE FUTURE OF QUANT IS QUAL

Empathetic conversational AI
surveys that deliver robust
KPIs, higher quality data, and
more human insights
through a qual-like
experience.

<https://nexxt.in>



Let's chat



Thank you!

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