

CASE STUDY

Cooking technology brand leverages AI to crowd-source foundational insights from target users



WINS



Qualitative Insights at Scale



Reduced Research Time



Scalable Brainstorming

Business Challenge

The cooking technology team needed to gather foundational insights from entry-users, non-users, and advanced users of multicookers. In order to capture actionable insights into the opinions of these target segments, the cooking technology team sought a methodology that could deliver robust qualitative feedback in days instead of weeks. The team also wanted the ability to run separate conversations with these three segments, in order to tailor questions individually toward each group.

Key Outcomes Achieved

As a result of running multiple sessions with Remesh, the cooking technology team pulled actionable insights into their three target segments around cooking habits, barriers to multicooker adoption or more frequent use, desired multicooker features, and brand perception.

For non-users, the biggest barrier to purchasing or using multicookers was largely familiarity and comfort with using their existing cookers. Notably, 60% still said they could see themselves purchasing a new multicooker in 2021. For this segment, there was high interest in features that related to cooking specific foods and an ideal price point of under \$95.

Entry-users expressed a strong interest in making meal preparations “simple” and “easy,” and wanted buttons like “rice,” “steam,” and “meat.” 73% of these participants expressed interest in purchasing the cooking technology’s new multicooker concept, though one common theme that arose was concern that this version was too similar to previous versions. These participants also indicated that while they feel safe using their multicookers currently, an additional red-light safety button feature would be welcome.

For advanced users, additional technology features were brought up without prompting, and many users indicated an interest in a multicooker with Wi-Fi. However, not all users were interested in the Wi-Fi feature, but the general consensus was that additional technology features that could save users time would be highly desired by select consumers.

Why Remesh?

The Remesh platform’s mixed methodology enabled open-ended feedback in less time than when using traditional qualitative research methodologies. In three 60-minute conversations with 100 total participants, the multicooker team was able to pull actionable insights from consumers at scale.

Additional Value

Utilizing three conversations with separate target segments empowered the multicooker team to dig deeper into the “why” behind each segment’s open-ended answers, and provided opportunities to add follow-up questions on-the-fly as unexpected insights arose.