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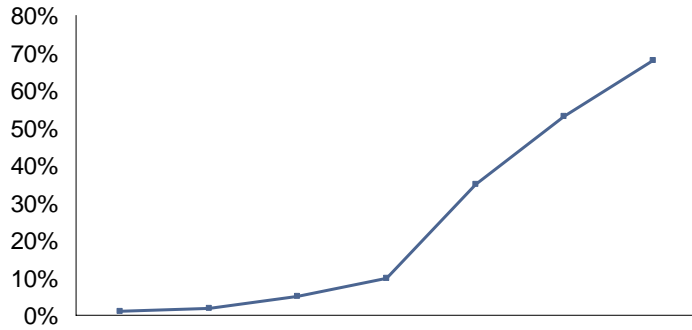
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Satisfy Consumers For The Next Decade (And Beyond)

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You've seen this line before . . .
. . . an adoption curve

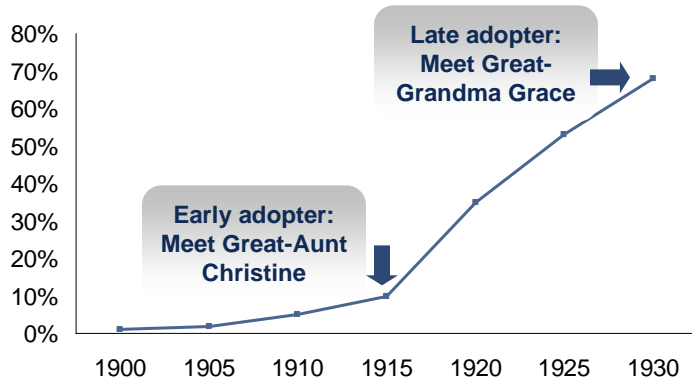


Created a multiphase business life industry

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Household electrification rates



Base: all US households

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Dear Christine,
 Yours of Jan. 22 at hand. I'm sorry
 have had so much trouble with these
 us. I hope they are right now. As to say
 out the policy in the clipboard drawer I
 guess it is here. It seems to me
 Mr. Deffen took it to have the box
 any chandel on it, but I'm not sur
 now I didn't take it.
 Hope Will if better, we are all well
 There is quite a lot of sickness aroun
 went to the parties last week &
 a couple weeks ago. Friday I had
 a woman friends ill for the afternoo
 we made some home-made soap
 night up with my washing & ironin
 feel I can take this week for
 the writing, were to Benjamin a
 couple of weeks ago & had dinner with
 remembers they have left the farm,

Byola Rita
 Feb. 8-1926

“...I know that if we had lights, we would be apt to stay up until 11 and 12 o'clock every night and that just isn't wise...”

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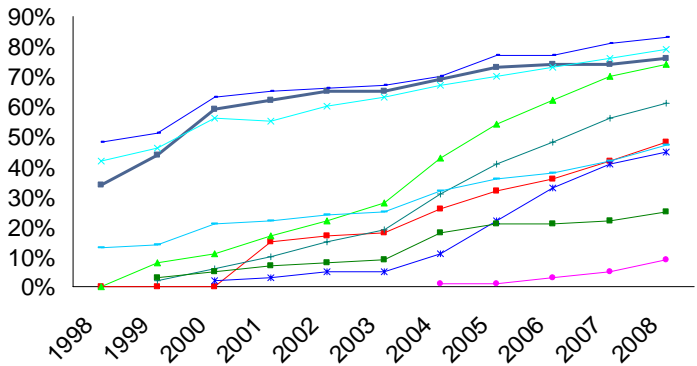
Questions for Great-Grandma Grace

- Were you and Great-Aunt Christine really that different?
No, not really.
- Why didn't you get electricity when Christine did?
The barriers to getting it were too high.
- Why did it take 15 years to get it?
It was eventually convenient enough.

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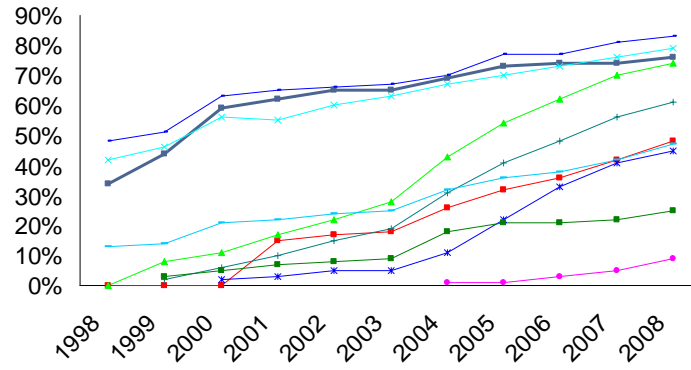


We've been watching this for a decade now



Source: North American Technographics Benchmark Surveys, 1998 to 2008

It's even more important in a recession



Source: North American Technographics Benchmark Surveys, 1998 to 2008

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Agenda

- What people really need
- How you can give it to them
- What you should do today to be ready

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Agenda

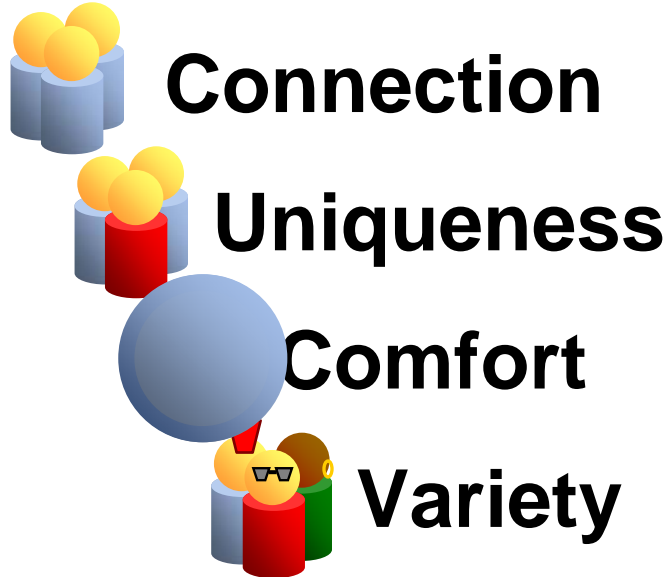
- **What people really need**
- How you can give it to them
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What are the universal human needs?



Maslow's Hierarchy
of Needs

People share four universal needs



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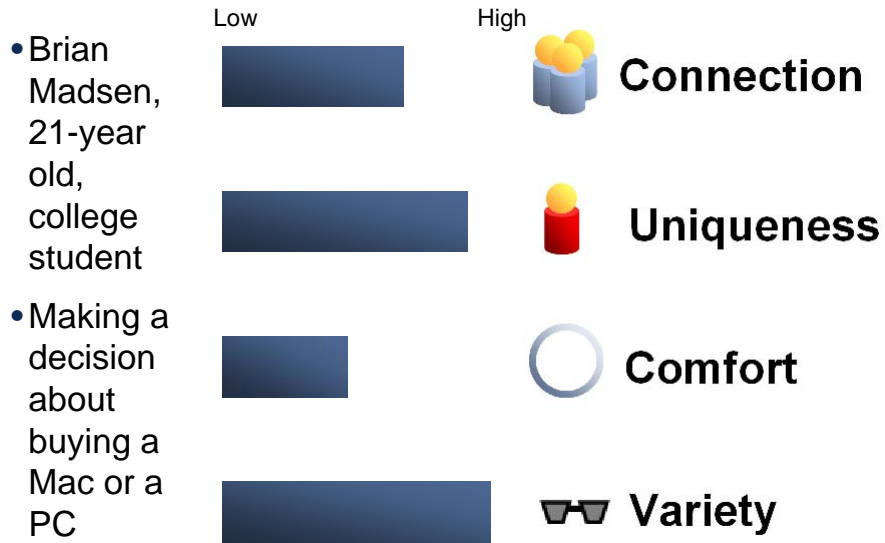
What we know about universal needs

-
- Everybody has all four
 - But they vary in importance for each individual.
 - Each person's need profile can also shift.
 - As a result:
 - People will tradeoff needs against each other.

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For example . . .



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I'm a PC.

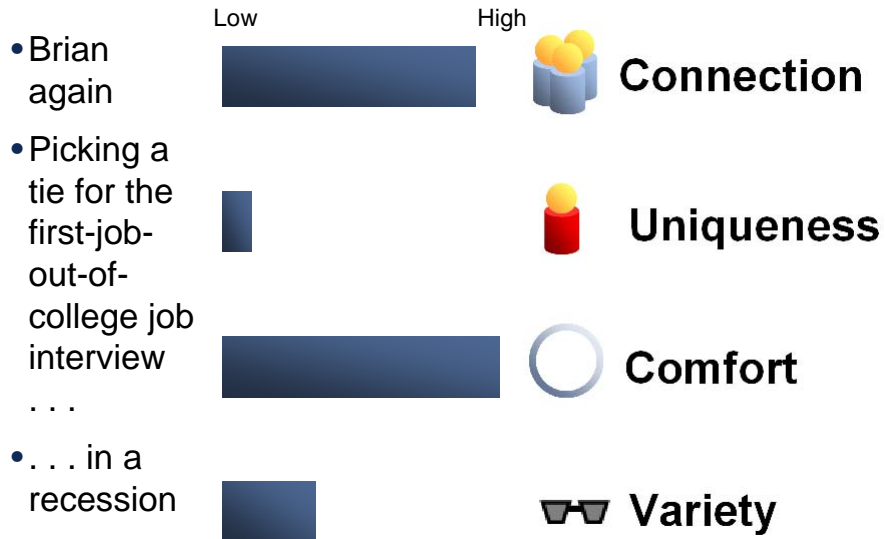


I'm a Mac.

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But that can change . . .

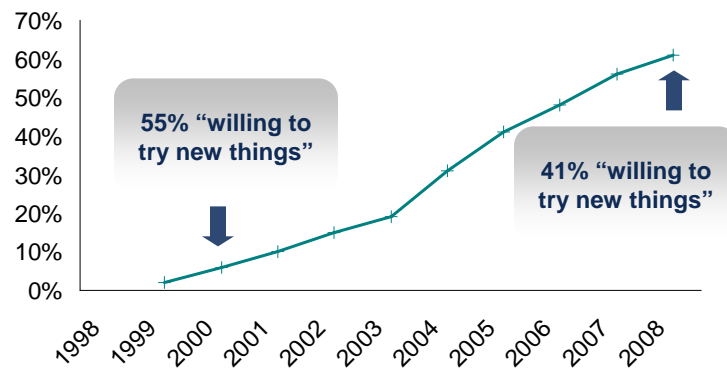


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Consider how the need for variety has varied

US broadband adoption



Source: North American Technographics Benchmark Surveys, 1998 to 2008

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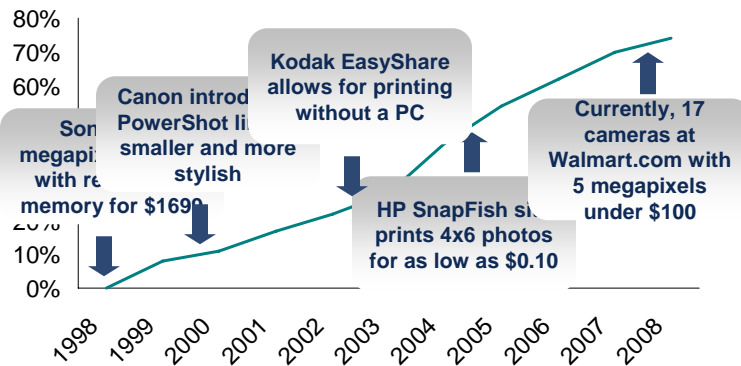
Win with convenience

- Remember that Grandma Grace only adopted when:
 - The benefits of electricity were high enough . . .
 - . . . to overcome the barriers to its adoption.

$$\text{Convenience} = \text{Benefits} - \text{Barriers}$$

Digital cameras offer benefits while reducing barriers

US households' digital camera adoption



Source: North American Technographics Benchmark Surveys, 1998 to 2008

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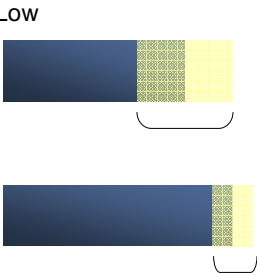

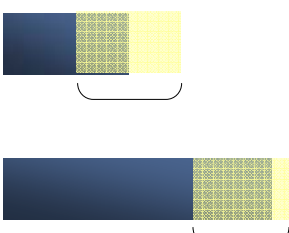



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Know two important things

1. Your target customer's Need Profile
2. Your Convenience Quotient

Your target customer's Need Profile

- Low High
- Your average Need Profile may look like this.

 **Connection**
 - But among your target, it may range like this.

 **Uniqueness**
 **Comfort**
 **Variety**

How we'll help

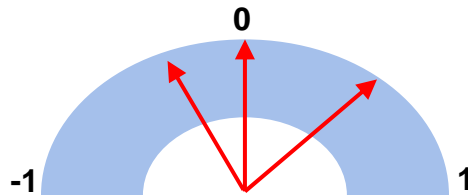
- We're developing Need Profiles for clients like you.
- We'll report how Need Profiles vary — especially in an era of economic uncertainty.
- You'll know which needs to be on the lookout for.

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Know and Increase your Convenience Quotient

- A Convenience Quotient (CQ) is a single score between -1 and 1 that expresses:
 - The benefits your product/service/channel provides, minus . . .
 - . . . the barriers to its adoption.

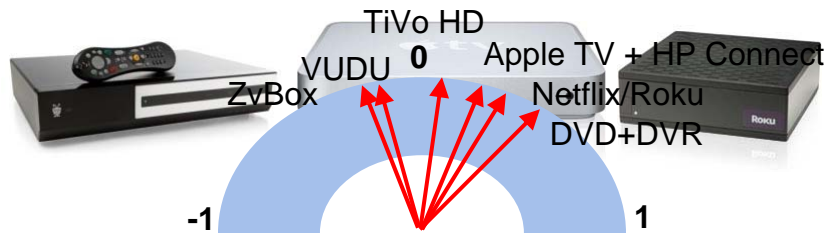


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We're measuring Convenience Quotients in our research

- We produced the first report measuring a Convenience Quotient in July — a ranking of over-the-top TV set-top boxes.



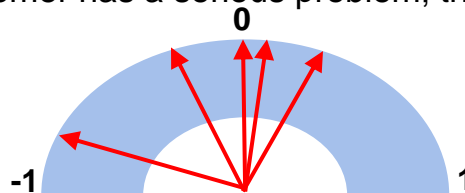
- A Convenience Quotient tells you how you compare with immediate competitors, but also how you compare with other ways to meet the same needs

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This applies to your offering as well

- If you manage online banking customer service
- Your customer has a serious problem; they can:

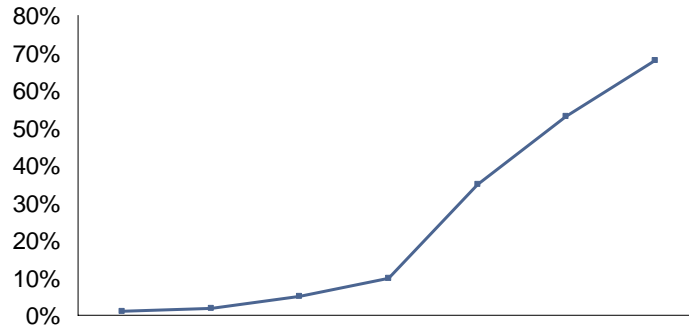


- Look up an FAQ.
- Send an email.
- Call an 800 number.
- Interact with online chat help.

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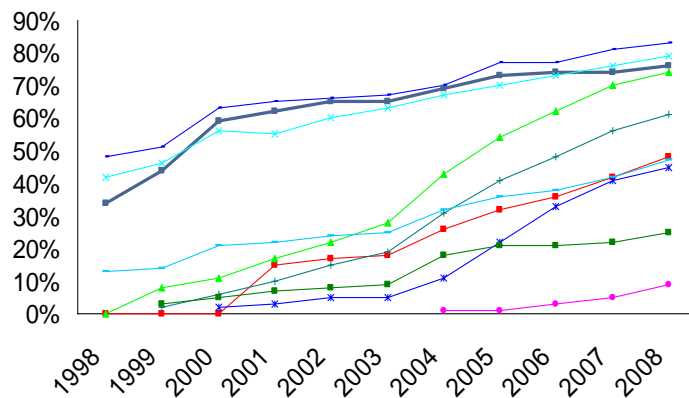


If you increase your convenience quotient . . .



. . . Great- Grandma Grace won't have to wait 15 years

As you fight to stay ahead of these curves . . .



. . . or curves we can't even measure yet

You can satisfy consumers today and beyond

- People share a set of universal needs — satisfy those needs with convenience and you will win.
- Measure your target consumer's Need Profile.
- Increase your Convenience Quotient.

Thank you

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