

Case Study—Consumer Deep Dive—Pick-Up Trucks



- **Business Objective:** To develop innovative truck interior designs that heighten the driving experience, generate industry buzz and increase truck sales
- **Research Objective:** To explore the world of the heavy duty pick-up truck buyer to uncover insights needed to drive innovative interior design



- **Method(s):**
 - **Day in the life Journal:** Participants completed a photo diary detailing a day in their life and their relationship with their truck
 - **Individual interviews:** Immersive interviews were conducted to review each participant's photo journal and to understand the owner's lifestyle and specific needs for a truck. The second portion of the interview took place in the participant's truck, where they evaluated current features, explained work-around solutions, discussed how features addressed (or failed to address) current needs, and explored gaps/white space opportunities



- **Results:** Findings from the research led to a qualitative psychographic segmentation of truck owners, and provided the client with ideas for interior features (e.g., dashboard display, cab and door design) to address a cross section of needs