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intro

**Five groups of students were linked to the various companies. Each company proposed their own research focus and target group, which the students had to work with. Let us introduce the companies and their case studies!**



*Assumptions about travelling before talking to participants*

title

## Case studies

body

### *Rich Insights! on 'travelling with young children'* **Case study Difrax BV**

Difrax BV creates products for children between 0-4 years old, with a focus on eating and drinking. Currently, the company is looking at new products with a specific focus on mobility.

Therefore, the company wants to gain rich insights on what parents of young children experience when they are "on the move" with their children, with a focus on the eating and drinking moments during this travel. Difrax is interested in the way people travel with children. What problems do they encounter, what is the role of mother/father on this journey and how do they experience this?

The students Anita van Schie, Anna Sosinowska and Kasia Tabeau performed this research for Difrax BV. Jonathan van Veelen, senior Buyer at Difrax, represented the company.

### *Rich Insights! on 'the buying stage of the paint journey'*

#### **Case study AkzoNobel Nederland**

AkzoNobel is the largest global paints and coatings company and a major producer of specialty chemicals, delivering products to both industries and consumers. The division Do It Yourself (DIY) focuses on the paint journey of shoppers in a DIY store, and is interested to know which details and emotions are involved when making the final selection of a paint product.

The company is interested in the barriers and considerations during this stage of the journey. How do shoppers experience choosing and buying a color, type and brand of paint, and what are their latent needs? For this, AkzoNobel | Flexa indicated two different types of shoppers (as a result of previous researches) that had to be taken into account by the student team.

The students Sem Carree, Freya Ruijs, and Nina Timmers conducted this research for Akzo Nobel | Flexa. The company was represented by Jacomijn Schram, Brand Manager Flexa at Akzo Nobel Nederland.



*Students discuss their thoughts with Jacomijn Schram and Sanne Kistemaker*

## **Rich Insights! on 'the meaning of energy for entrepreneurs'**

### **Case study E.ON Benelux**

E.ON Benelux is one of the largest energy companies in Europe. The company produces electricity and heat for the business market as well as for consumers. For the business market, the company wants to gain insight on how SMEs experience the energy business, with a specific focus on SMEs in the hospitality business, and which possible future services E.ON can offer to fit the needs of this specific target group.

The company is interested in knowing how these entrepreneurs experience their entrepreneurship and whether pre-assumptions, like a dislike of paperwork, experiencing a hassle around energy suppliers and the feeling that entrepreneurs want the supplier to take care of everything around energy, are confirmed or rejected. E.ON is keen to know what these enterprises do expect from an energy supplier and how E.ON can anticipate on these needs.



*Assumptions on energy by team E.ON*

The students Tanja Baars, Frank Borsboom and Claudia Latorre performed this research for E.ON Benelux. David Vlot, Manager Business Support within the division Business to Business, represented the company.



*The Wacom student team and Steffen Guldner talk about their assumptions*

Students Marzieh Ghanimifard, Tijl Hoornstra and Juan Torres Bonilla conducted this research for Wacom Europe GmbH. Steffen Guldner, Market Intelligence Manager and Jörn von Ahlen, Product Marketing Manager Consumer, both at the European headquarters of Wacom, represented the company.

### ***Rich Insights! on 'the SuperConnector'***

#### **Case study Wacom Europe GmbH**

Wacom Europe GmbH is a worldwide manufacturer of pen tablets, interactive pen displays and digital interface solutions.

Together with a new product range, the company determined four user groups to target on. With three of these four groups the company is quite familiar already, but information on the fourth group, the SuperConnector, is based on prejudice mainly.

Hence, Wacom wants to focus on enriching this persona; to verify the characteristics, get insights on the motivation behind the Super Connectors' behavior and to sharpen the persona with data of real people. Wacom is interested to know how, where, why and when the SuperConnectors use their computer; what do they share and do on their computer in general, and what does their social network looks like?



*Kenneth Veenenbos observing the session with participants*

Students Carlijn Brinkman, Wouter Krouwel and Paul van Putten did this research for the design agency. Kenneth Veenenbos himself represented the company.

### ***Rich Insights! on 'travelling and transporting in rainy weather'***

#### **Case study Kenneth Veenenbos Industrieel Ontwerp**

Kenneth Veenenbos industrieel ontwerp is a one-person design agency creating consumer products, products for public areas and maritime products, and has developed a new concept umbrella. Concerning this new product, technical improvements already have been made. Now, Kenneth Veenenbos wants to

focus on the consumers, and gain rich insights on experiences of people when travelling and transporting in rainy weather: what happens in this situation, what is experienced positively/negatively and why? What are values that matter in this context and situation and what creates added value for people in rainy circumstances?



