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intro

**Wacom defined various personas representing different customer profiles, for their product development department. The company wanted one of these personas to be detailed further, getting to know whom the actual persona is and what makes him/her a SuperConnector. One of our main questions was how teenagers manage their personal relations.**

title

# Rich Insights! on the SuperConnector

body

## *Rich assumptions!*

To define the scope of the research, the SuperConnector had to be framed within a certain age group that represented Wacom's definition of them. Wacom's definition included among others being open to new relationships, manage several of them, being technologically savvy, socially active through social-web networks. All those characteristics and some others found by our team, suit the "Generation Z" (people born between the mid-1990s and the late 2000s). Hence, our main assumption was the SuperConnector being a teenager. This determined the type of participant we had to recruit.

## *Recruiting*

Participants were recruited with the help of the American School of the Hague. Fifty questionnaires were delivered to students between 16 and 17 years old with questions such as their number of friends on their Facebook profiles, time spent surfing the internet, favorite brands and favorite activities. We reviewed these questionnaires and eight students were chosen. The recruitment also involved asking parents for their consent with our study and having an introductory meeting explaining the content and purpose of the study.

## *Sensitizing*

Participants were sensitized with a seven-days activity booklet. Assignments such as defining likes, dislikes and personal motto and questions about what, where and how they communicate with others, were used in the booklet to obtain individual characteristics of the SuperConnector and to elicit his/her social behaviors.





"The first thing that I do when I wake up is checking my cell phone."

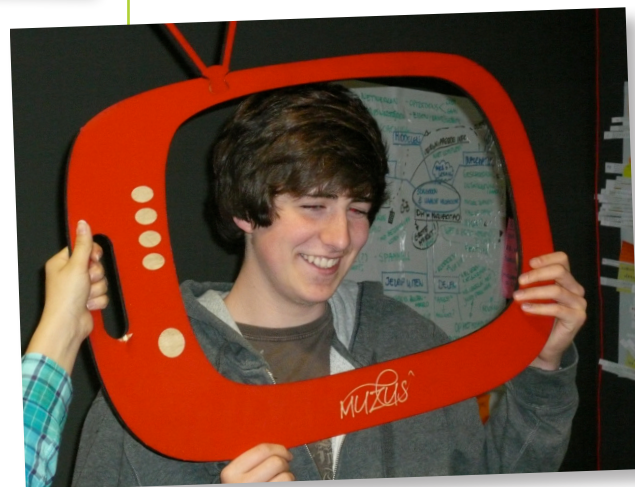
*Participants preparing their collages during the session*

### **The session**

The session included three main creative activities: After a short warm-up exercise, we asked the participants to complete an explorative collage exercise and a deepening collage exercise. After each activity, the participants presented their work and reacted on each other. The session was closed off by means of a wrap-up exercise, during which the participants were asked to give a tip on how to meet new people and make new connections.

### **Analyzing**

The whole session was transcribed and after reviewing the quotes by the entire team, highlighted elements were clustered into different categories. With our team, we discussed all the selected quotes and tried to refine the clusters by adding related information from the participants' booklets and the collages made during the session. The next step was to create personas based on the selected information. We structured and presented the findings in several infographics. Finally we brainstormed on how to communicate our inspiring findings.



*Method used to ease on the presenting*

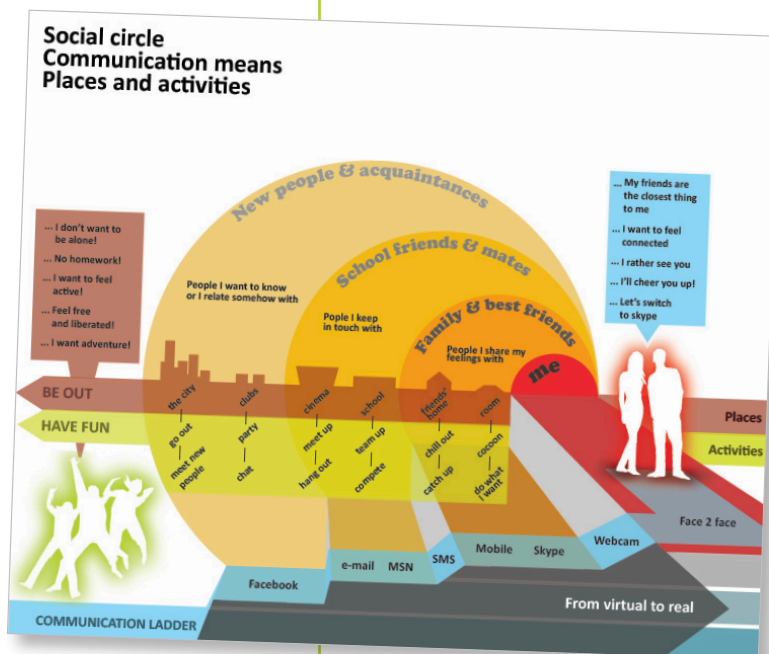
"Facebook is the last thing I am on! I am always talking!"



Example of the cluster cards

## Communicate!

We communicated the findings of the research to Wacom by an interactive booklet, which can be used by the company as a tool to get insights on different aspects of the SuperConnector's life. The booklet contains an introduction to the target group, the persona of the male and female SuperConnector, an infographic to give insights on their lifestyle, and clustered cards to inspire the marketing team with photos and quotes of the participants. During a presentation at the European headquarters, we let the team become familiar with the whole process and let them experience how to use the booklet.



Inspirational infographic to communicate the findings

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intro

**What is a SuperConnector?  
Our purpose of the project  
was to gain deeper  
understanding of one of  
our newly defined target  
groups for one of our  
product ranges.**

title

## Company's reflection

body

### *Expectations?*

We wanted to get a neutral view from someone outside of our company on the so-called SuperConnector target group. The Contextmapping methodology was a promising way to approach this in a structured and systematic manner to get unbiased and new insights.

### *How we experienced Rich Insights!*

The Rich Insights! concept is very new and refreshing to us. It was very interesting to get these fresh impulses from the students, which are so much closer to this specific target group, then we are.

### *Most surprising insights!*

The most surprising insight we gained was that for this target group clear defined layers of personal relationships and ways of communication are manifested. For each of these layers there are clear rules how to apply the different communication tools.

### *How to continue...*

One of the participating students will continue this insights project in his final thesis. Building on the insights we gained so far he will broaden this to some of the other segments of our consumer target groups.

"The behavior of the digital natives  
will considerably shape companies'  
communication strategies in  
future."