

author(s)

**Paul van Putten**  
Mr\_pvp@hotmail.com

intro

**Kenneth Veenbos asked us to look for a target group for a new concept umbrella, and to take a look into the target group he already proposed. In this project, we wanted to gain insights on how 'outgoing active people' experience being outside, and in particular, how they experience rain. These people generally like to do outdoor activities, ranging from walking to mountainbiking and snowboarding.**

title

# Rich Insights! on travelling and transporting in rainy weather

*Insights for an umbrella design*

body

## Rich assumptions!

In the assumption maps we made, the target group was divided into three groups; youngsters, midis and seniors. According to our assumptions, these groups differ in their motivations for being outside as well as their activities.

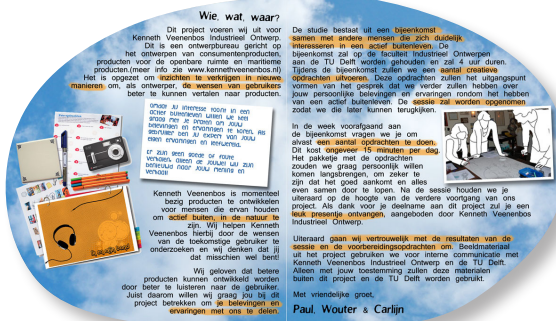
## Recruiting

Recruiting the participants went fairly smooth for us. By mere coincidence, we stumbled upon a bicycle and walking event taking place at the right time for our project. This proved to be the ideal place to find outgoing and active participants. We made an invitation to give to people to take home, and called them about

a week later whether they still wanted to participate. Most of them reacted positively. Furthermore, we got a participant from a Hiking-website and asked people we knew.

## Sensitizing

The sensitizing booklet consisted of a booklet with accompanying sticker sheets, together with a photo-assignment and a wooden board to write your motto on. The booklet was designed so that the focus of the assignments went from activity (describe an active day outside), to material (what do you take with you), to weather and rain (what do you do in different weather circumstances). The participants reacted very positively to the sensitizing package and most booklets were filled in nicely.



*Invitation*

*Sensitizing package*



*During the session*

### **The session**

The session turned out to be a success. All the participants showed up, which was a bit of a surprise, as they had to come from all over the country. We divided the session in three main assignments, and an evaluation of Kenneth's umbrella. The first assignment was about 'Me and being outside', the second was 'Me in the rain' and the third assignment for the participants was to think of an ideal rain protection, and present it to the others. All these assignments involved making a poster with the aid of images, words and drawings. The participants were enthusiastic during this session and had interesting stories, which provided valuable insights for Kenneth and us.

### **Analyzing**

For the analysis, we transcribed the entire session. This was a lot of work, but was also a good reminder of what was said. We highlighted the most interesting parts and quotes and clustered these, until we had a usable amount of clusters/categories. We did this, while keeping in mind what the goal of the project was and in which way we wanted to communicate the findings.



*Explanation of the collage*

*"You can't get any more wet than soaked, so then you can just keep going."*



Personas for inspiration

Communicate!

We choose three personas to communicate the data, Marjolijn, the Healthy Enjoyer; Michiel, the Fanatical Sportsman and Jaap, the Functional Outside Guy. For each persona there is a booklet, which covers the themes: person, process and product, where the latter describes the features of the ideal umbrella for that person. The personas cover all insights, and provide an inspiring way of usage for Kenneth.

In addition our group had a brainstorm together with Kenneth not to communicate the results but to brainstorm on the possibilities to position the product, using the personas as input.



author(s)

**Kenneth Veenenbos**  
info@kennethveenbos.nl

intro

**My name is Kenneth Veenenbos, owner and designer of Kenneth Veenenbos Industrieel ontwerp. Currently I am developing a new concept umbrella. This umbrella uses kite-principles as a starting point, in order to protect people against rain or sunshine.**



title

## Company's reflection

"Products are like people, they don't like stress."

body

### *Expectations?*

I expected to find the best way to further develop and market the product according to the potential users.

### *How I experienced Rich Insights!*

The student team was very enthusiastic. It was a hard project for them but the outcome is very useful discussion material.

### *Most surprising insights!*

For me, the most surprising insight was, that die-hard athletes would not use the product. Instead more common athletes could use this product for everyday or together activities.

This corresponds to discussions with Syntens pointing out that everyday/ together activities are a very interesting application of the product. This application allows for a larger lightweight two-person model that is still very comfortable to carry.

### *How to continue...*

The results of the study will be used as input for further discussions and development of the umbrella. The findings are a big help and give something to refer to during these and following discussions.

### *What you didn't ask, but what I'd like to share...*

I found the combination of the user oriented research and the consultation on the product level very useful. I more or less already had a product when I started and was looking for the best target group. This required a bit of a modified research method.