



# **Projectives in Practice**

**Presented by: Nancy Hardwick**

**QRCA Annual Conference**

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# Presentation Objectives

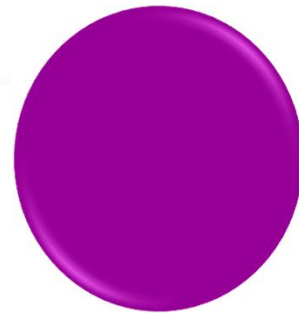
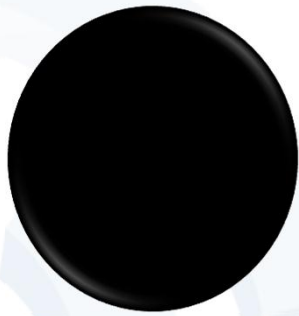
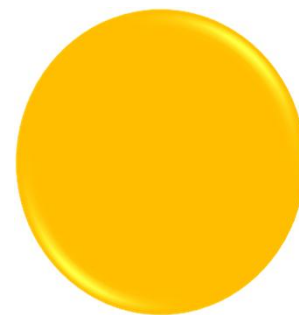
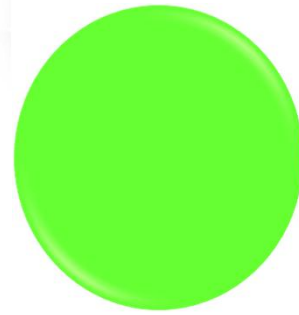
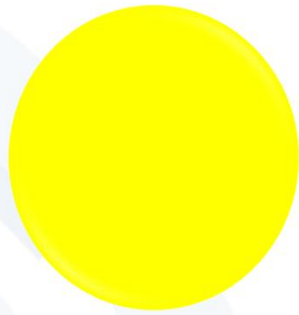
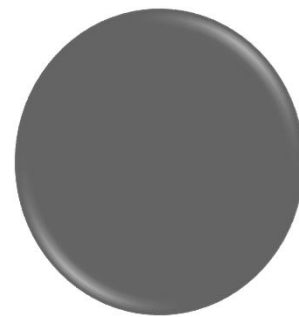
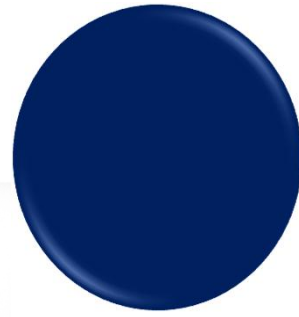
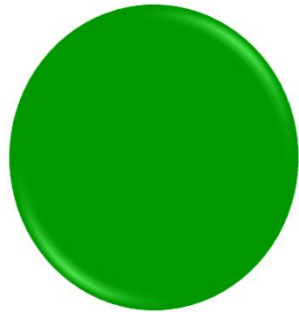
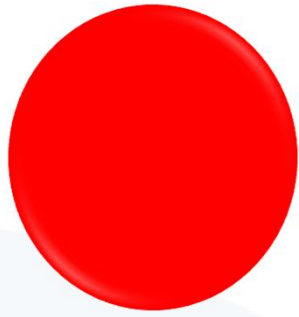
- ❖ Learn about:
  - Projectives
  - How the brain works
  - Why projectives can be so effective
- ❖ Discover how to incorporate projectives into a study
- ❖ Understand how to interpret and report the results
- ❖ See examples of various projective techniques



# What is a Projective? Why use it?

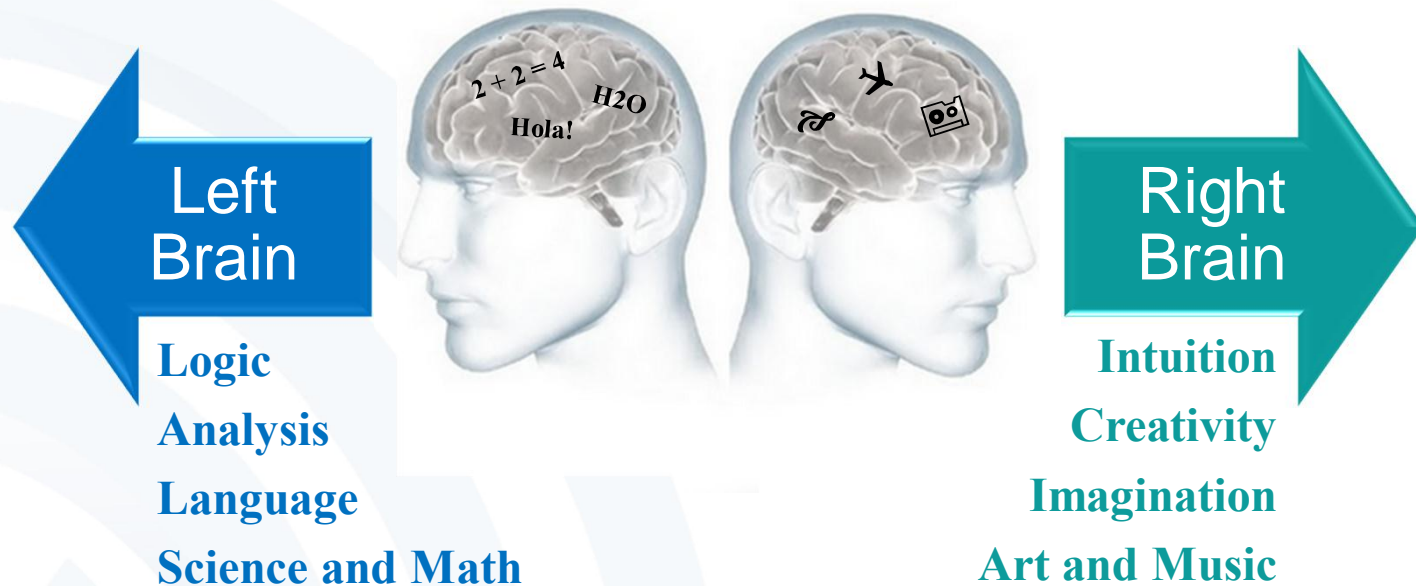
- ❖ An exercise used in qualitative research
- ❖ Aids in explaining emotions behind preferences and behaviors
  - Encourages less rational and more emotional responses
  - A proven technique for accessing the respondents' subconscious thoughts
- ❖ Change of pace
  - Redirects the discussion if/when necessary
  - Fun and engaging for respondents (and you!)





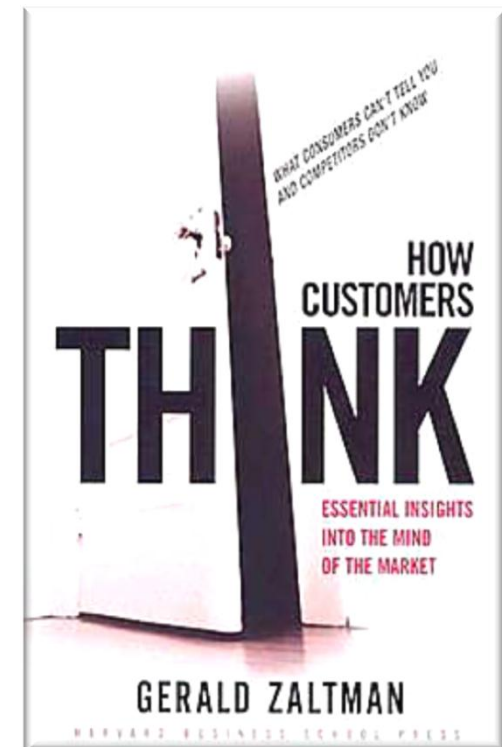
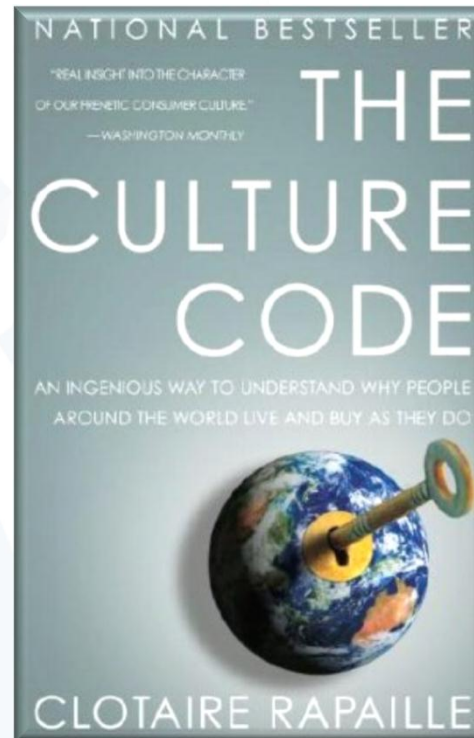
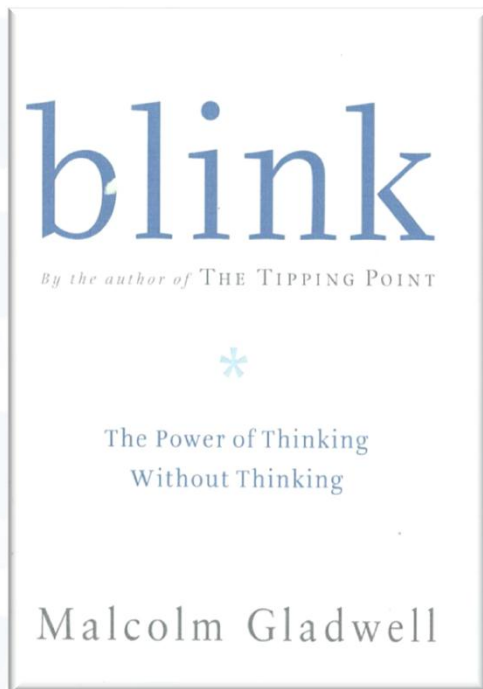
# Left vs. Right Brain

Get people thinking in their right brain and doing activities that will express what the left brain can't articulate.



Be aware, emotion is always involved in any decision!

# Recent Published Theory



# Rational Thought is not Enough

- ❖ A rational explanation for behavior does not always represent reality
- ❖ Connection to emotions is key
- ❖ Indirect questions are best



# Projectives should be used when

- ❖ Appropriate
- ❖ Time allows
- ❖ Client on board
- ❖ Need emotional tie
- ❖ The topic is sensitive
- ❖ Inspiration is needed
- ❖ Equalization is desired
- ❖ Imagination and creativity needed
- ❖ Current approach is not working
- ❖ Fun is missing



# Clients need to be on board

- ❖ Explain the approach and the value
- ❖ Describe the projective exercise(s)
- ❖ Direct questions too
- ❖ Share success stories



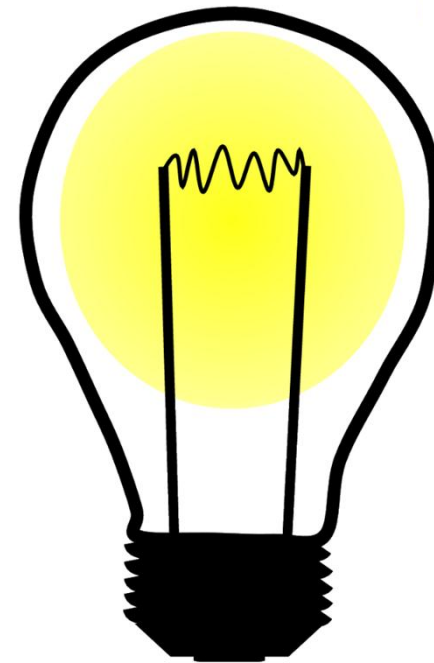
# For Projectives to be Successful

- ❖ Linked to study objectives
- ❖ Enthusiastic moderator
- ❖ Atmosphere of trust
- ❖ Non-judgmental
- ❖ Encourage participation
- ❖ Clear directions
- ❖ Spend the time
- ❖ Recruit for creativity?



# Projectives and Idea Generation

- ❖ Idea generation
- ❖ Combine multiple exercises on the same topic
- ❖ Cause participants to think about the same topic in many ways
- ❖ Don't spend much time clarifying why they said something, rather probe for more ideas



# Analysis

- ❖ Be careful when considering the meaning
- ❖ Look for recurring themes
- ❖ Why they chose something rather than what they chose
- ❖ Compare responses across different market segments



# Reporting

- ❖ Give a brief synopsis of the exercise
- ❖ Depending on the projective conducted
  - Include pictures of what was created
  - Incorporate quotes
  - Consider inserting an image of the tool used
- ❖ Back up key takeaways
- ❖ A little goes a long way



# Tell Me: Verbal Exercises

# Metaphors

## ❖ Most people use metaphors

- Simply comparing two things that are not alike
- Conceptualized around an event or situation
- Putting abstract words or sentences to a feeling or situation



# Terra Nova

How would you describe an inkjet printer to an alien?

*“An inkjet printer is usually a grey box that has a semi dry substance inside. When you give it commands through a computer (like what you used to fly your spaceship) it sprays out images in the format that you told it to. I can print the image or picture in color or black and white. You can make many copies of the same thing which makes it a handy device to have.”*



# Famous Owners



*“**Taylor Swift** is someone I admire for her music. The top of her printer would be teal with a big daisy on it and the bottom would be dark grey. It would be an HP or a Dell because these are the printers young people know about. It would print in color and black and white and photo quality prints. She would definitely need a scanner to include all of her cool pictures.”*



*“I really like **Bruce Willis**. He is known for his tough guy roles and he plays the harmonica. It would be durable and tough with lot’s of capabilities because he is a busy man. He would need high quality fast printing. His printer would take a beating and still keep working. It would also always print exactly what he wanted.”*

# Time Traveler



*“Printers in 2015 will be able to read my mind. It will know what I want to have printed out. I wouldn’t have to keep printing this and using my expensive color ink to get it right.”*

*“In the future, color ink will not be so expensive and it will last much longer. It will never dry out.”*

*“My printer will change color, like a chameleon, based on my preference for that day.”*

*“Beyond wireless, in 2015 there would be a small portable printer that I could easily carry with me so I can print bids on demand for my clients.”*

# I Wanna Be Like . . .

- ❖ Start with something the participant likes
  - What is your favorite electronic item? Why?
  - If your coffee maker could talk, what could it teach your cell phone?
  - How would your experience using your cell phone change if it was more like your coffee maker?



# Bring ~~to~~ to Life

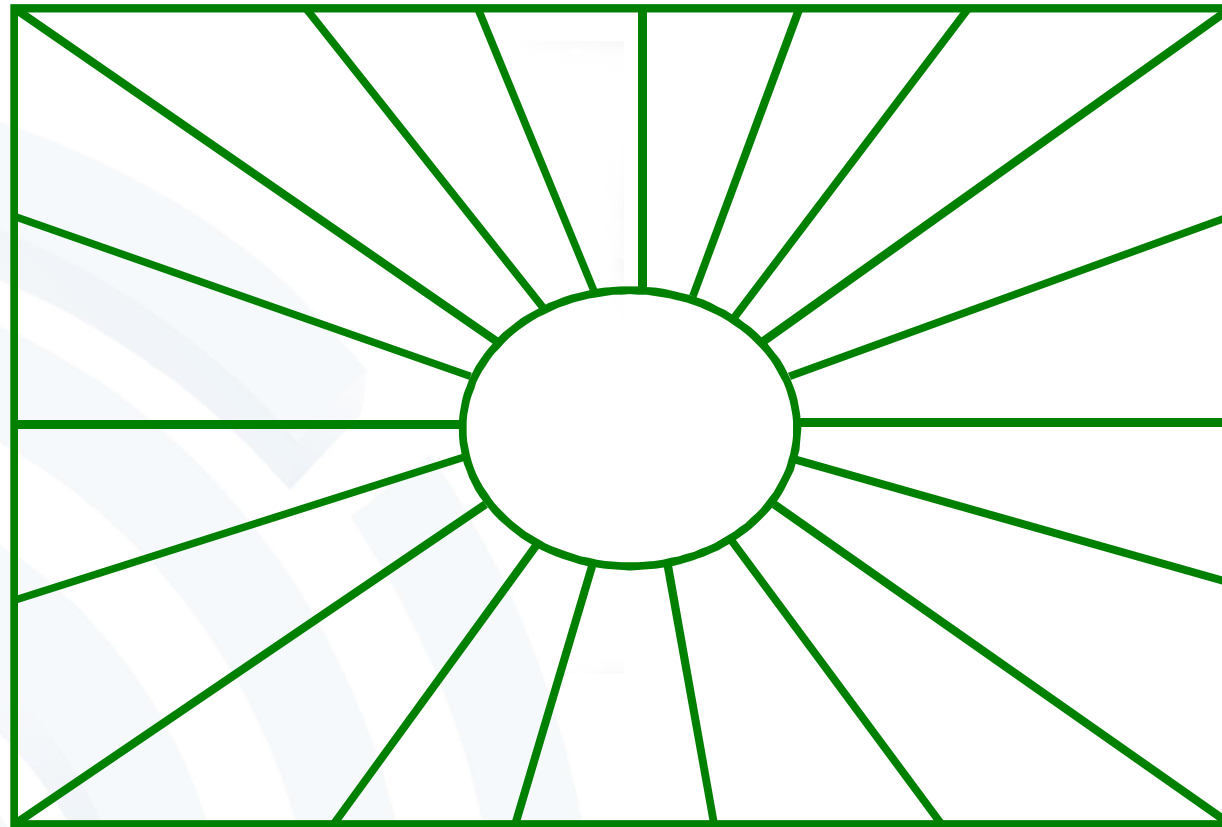
## ❖ Talking Credit Cards

- Imagine credit cards can talk, pull each out of your wallet and have them introduce themselves
  - “ When was the last time you came out of the wallet?
  - “ What is your nickname?
  - “ If you had a job title, what would it be?
  - “ Who are your neighbors?
  - “ Do you like your role, or do you want to trade places with your neighbor?

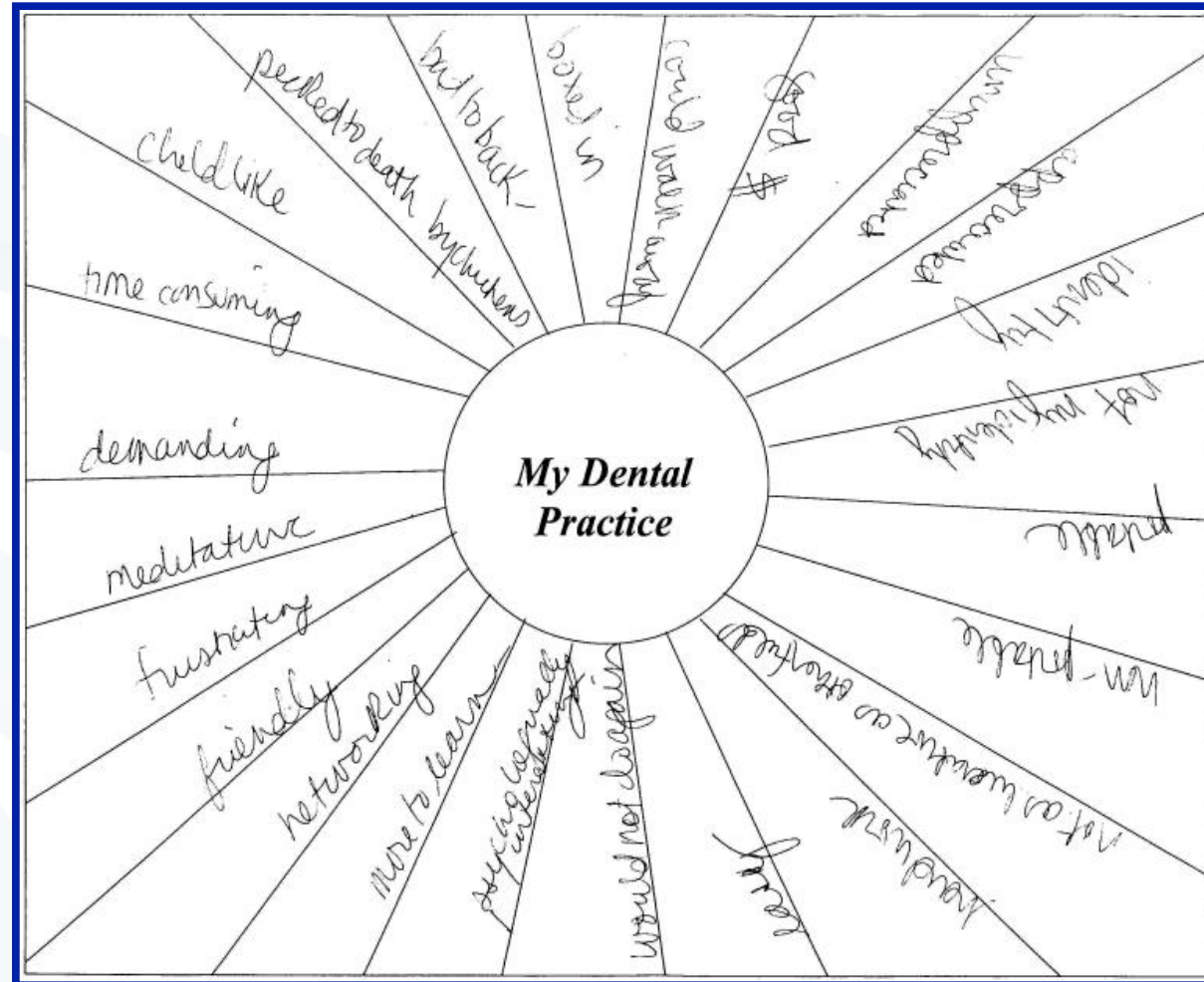


# Write Me: Written Exercises

# Bright Impressions



# Bright Impressions



# Bright Impressions



Bennett's Pure Food Bistro



# Bright Impressions



# Love Letter / Dear John Letter

Dear \_\_\_\_\_:

When we first meet to discuss my options for insurance I was...

\_\_\_\_\_

\_\_\_\_\_

When we spoke you...

\_\_\_\_\_

\_\_\_\_\_

What I always liked about our relationship was...

\_\_\_\_\_

\_\_\_\_\_

What I wish were different...

\_\_\_\_\_

\_\_\_\_\_

Right now I feel...

\_\_\_\_\_

\_\_\_\_\_

In the future I wish...

\_\_\_\_\_

\_\_\_\_\_

Sincerely,

Dear \_\_\_\_\_,

I remember when we first met...

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

And then I/you/we...

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What I'll always love about you...

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What I wish were different...

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Right now I feel...

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

For the future I wish...

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Dear John

Dearest Insurance Company:

When we first meet to discuss my options for insurance I was...

very frustrated from looking at many companies and their rates. I was pleasantly surprised at what you could offer to me.

When we spoke you...

were curious and thorough, though you did ask questions I found annoying.

What I always liked about our relationship was...

well, it seems straightforward. Your 24 hour claim line is handy though I haven't had to make a claim.

What I wish were different...

Every year the policies change a little. I've asked for comprehensive paperwork but you won't send it. Why?

Right now I feel...

I'm mostly satisfied with you, but must admit I don't really trust any of you to pay on the dotted line.

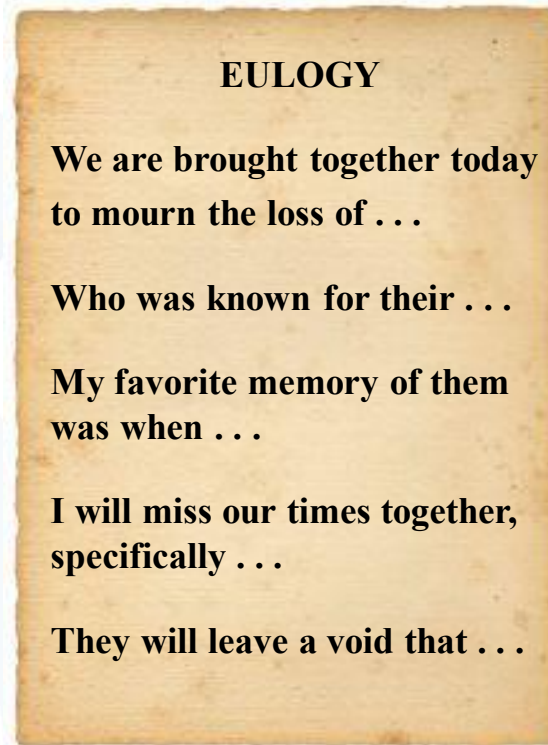
In the future I wish...

I could sign up for a policy, get credit for good behavior (lack of claims) and believe I can trust you.

Sincerely,

# Let ~~it~~ Die

- ❖ A Eulogy is another way to elicit feelings about a product or brand by thinking about it in a different way



# Complete the Sentence



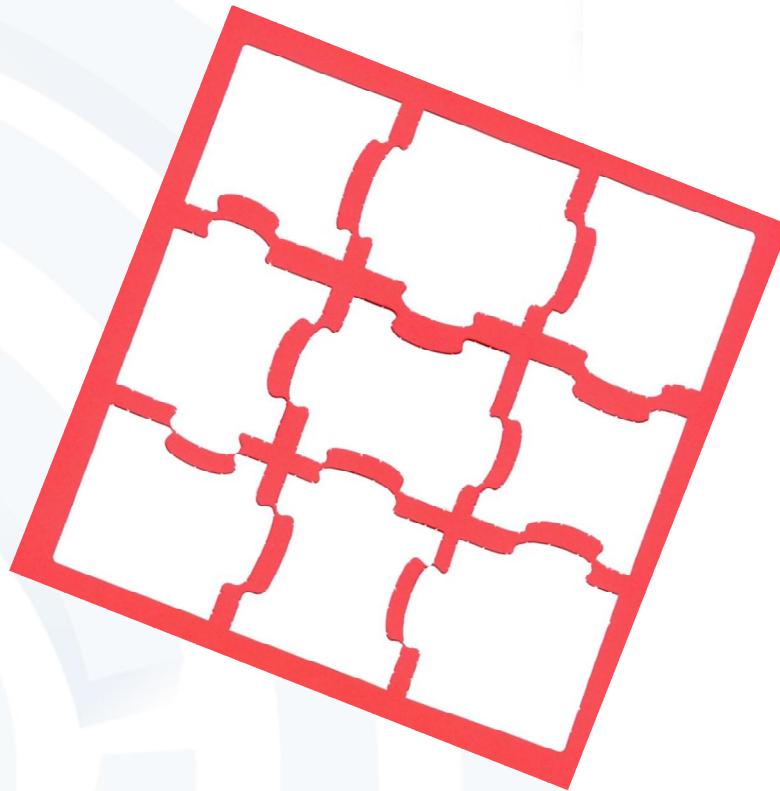
Cardmember ..... Tina Fey .....  
Member Since ..... 2000 .....  
Occupation ..... writer/performer .....  
Proudest accomplishment ..... my daughter says "please" and "thank you!"  
coffee/playground/naps/exercise/flea market/  
Perfect day ..... playground/bath time/dinner with grandparents/  
See a great movie/asleep by 9pm\*  
Most unusual gift ..... a bat skeleton .....  
Recent impulse buy ..... a case of soup!  
pushing a cart around a big "suburban" "superstore"  
Retail therapy ..... while drinking a giant fountain soda.  
Can't shop without ..... getting hungry .....  
My card ..... makes sure the funny stuff stays on  
my skew and not on my bill.  
\* this day might not be possible

ARE YOU A CARDMEMBER?  
visit [americanexpress.com/tajoin](http://americanexpress.com/tajoin)



# Puzzled

- ❖ These puzzle pieces are great for getting participants to think about the many aspects, features, qualities, experiences or feelings related to a product, service or brand



## Hints & Tips

Check your local craft store or school supply store for these paper puzzles

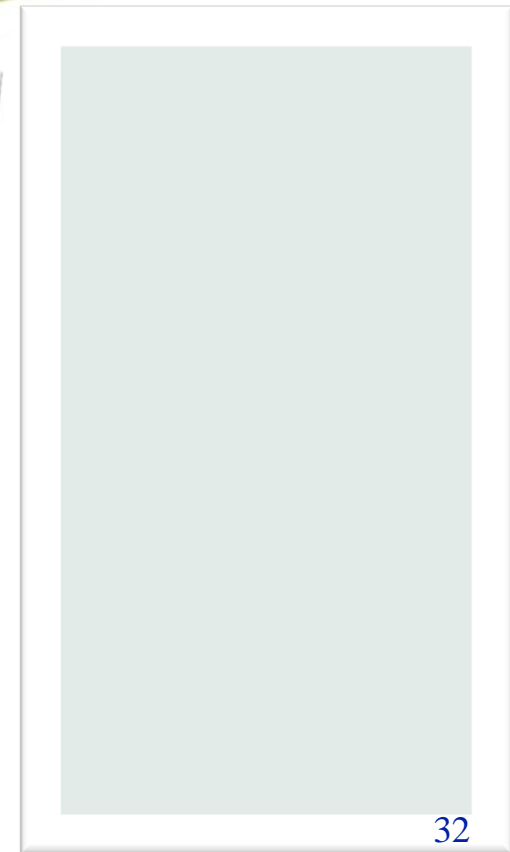
# Show Me: Visual Exercises

# Color Your World

Pick a color that best represents how you feel about online banking.

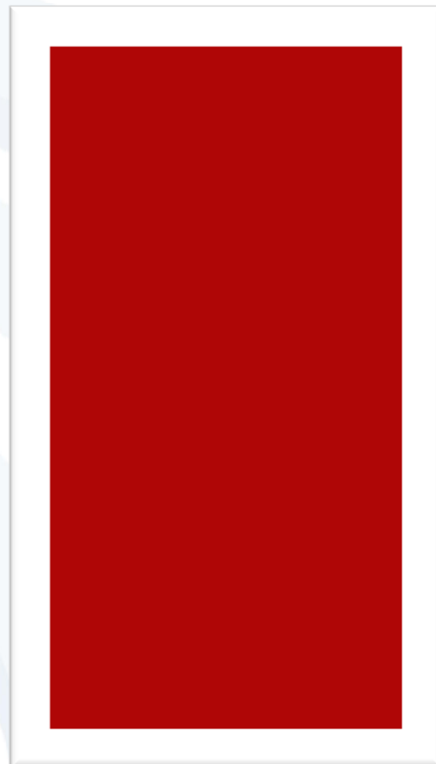
## Hints & Tips

Laminate the paint swatches so they last longer!



# Color Your World

Pick a color that best represents how you feel about online banking



*“I chose red because I am usually screaming into the computer. I go in there to monitor my credit card and to segregate it into card things and household things and groceries and then try to transfer it into my other software won’t read and download it and it’s way complicated.” ~customer*

*“I picked red because I really like online stuff just like automatic pay and everything because I’m not a person who likes to go someplace and wait in line or call through an automated system where it takes a long time to get to a person to talk to.” ~employee*

# Picture Deck

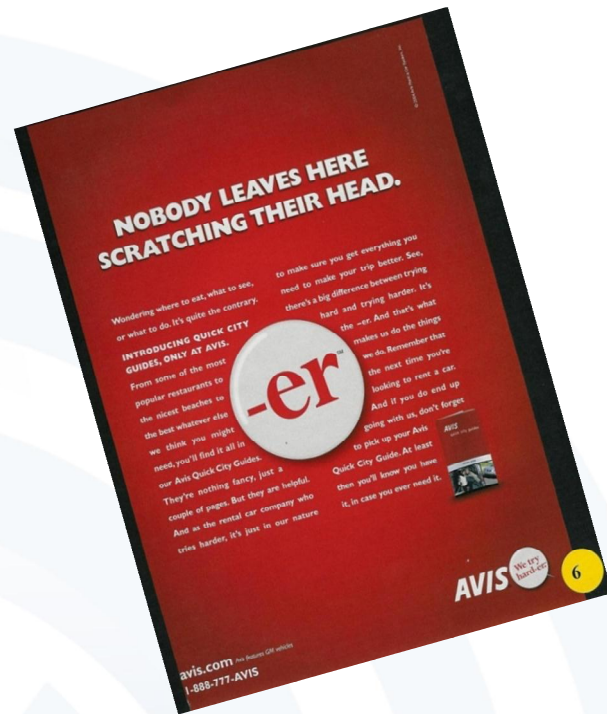


## Hints & Tips

Make your own picture deck! Take photos with color, texture, anything thought-provoking, and update/build it.

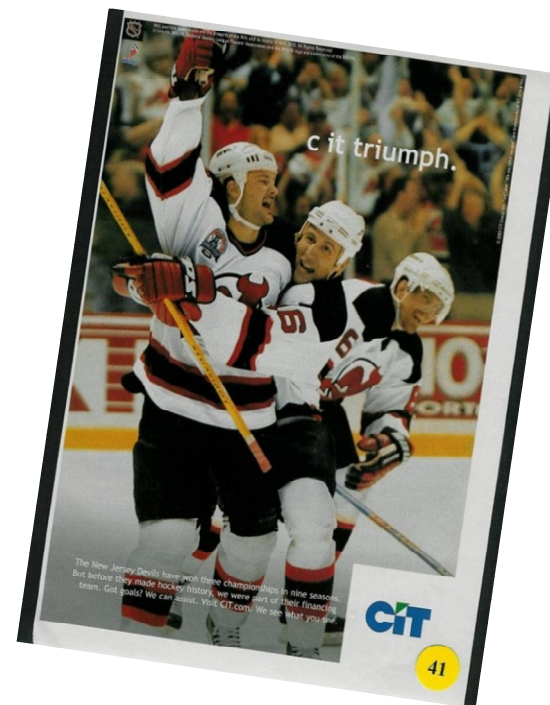
# Picture Deck

How do you feel when making soup?



*“I feel like a good mother, because no one leaves with an empty stomach. No one leaves my table hungry.”*

*“I feel like everyone is happy. So, I’m happy. I’m the hero for a change. Soup is one of the few meals that everyone in my family likes! My husband and my kids will eat it without complaining.”*



# Toy Box

Pick a toy that represents how you feel about air travel.



*"So mine was a squishy horse because I always sleep on airplanes so I thought of it as a pillow so I guess I feel safe on a plane."*



*"I chose this Nerf bullet. It reminds me of when I used to be able to arrive at the airport just before the flight and fly through security. Now there are such long lines, filled with people who just don't know how to fly."*



*"This little train reminds me of the trains I rode when I was in Europe so I guess air travel to me is good because I had fun in Europe."*

## Hints & Tips

*Clean out your kids' old toys or visit the dollar store or your local Goodwill!*



*"I picked this car because I fly so often, my wife jokes that I'm just commuting to work with my own personal chauffeur. Flying is something I have to do."*



*"I picked a shark because although I fly, it feels like the airlines are all acting like sharks, doing anything to make a dime."*



*"I liked this small beach ball because I like to travel and it reminds me of going to Hawaii and Florida and all the fun we have when we fly to these fun locations."*

# Colors, Patterns, Textures

- ❖ Similar to the Toy Box exercise you can use other items with color, pattern, and texture such as:

- Socks



- Scarves



- Fabric



# Draw Me: Drawing Exercises

# Before. During. After.

Please fill in the comic strip describing your latest visit to your bank. (Feel free to use drawings and/or words):



Before

During

After

# Past. Present. Future.

Please fill in the comic strip describing your feelings about life insurance (you can use words and drawings or only drawings):



10 years ago

Now / Today

10 years in  
the future

40

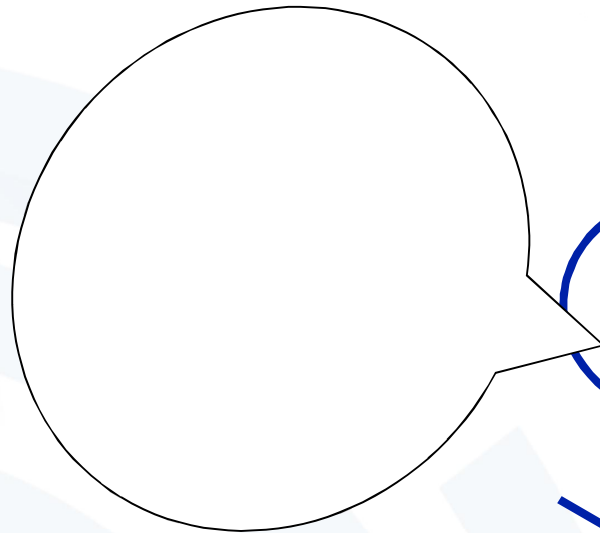
# Who. What. Where.

## Hints & Tips

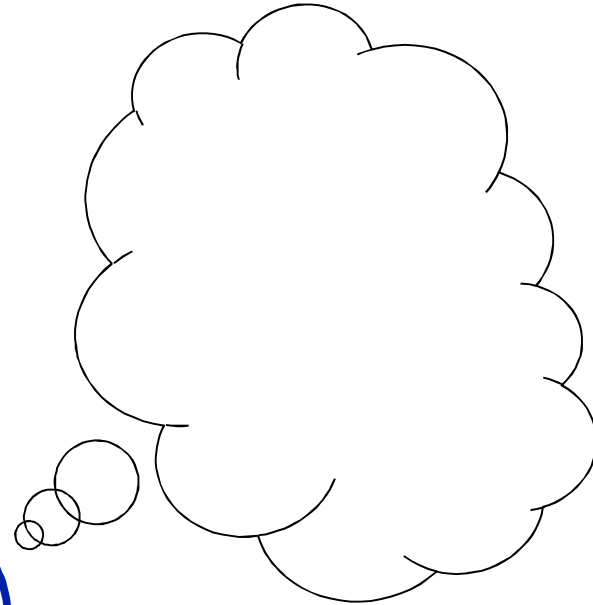
Let participants know they can draw each (who, what, where) separately or all together!

Please draw the scene of the last time you  
drank a cup of coffee

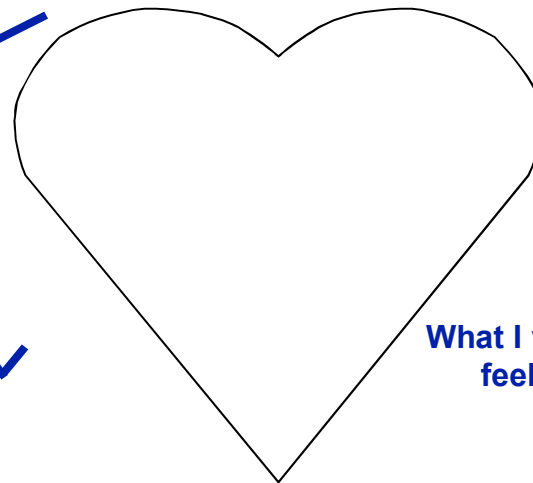
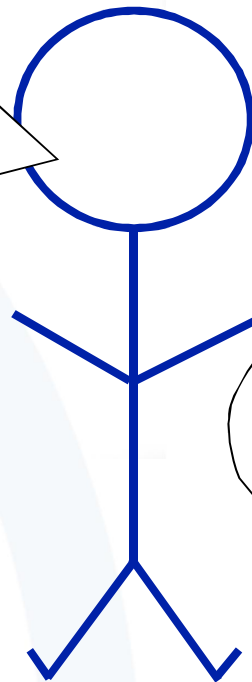
# Say. Think. Feel.



What I would say...



What I would be thinking...

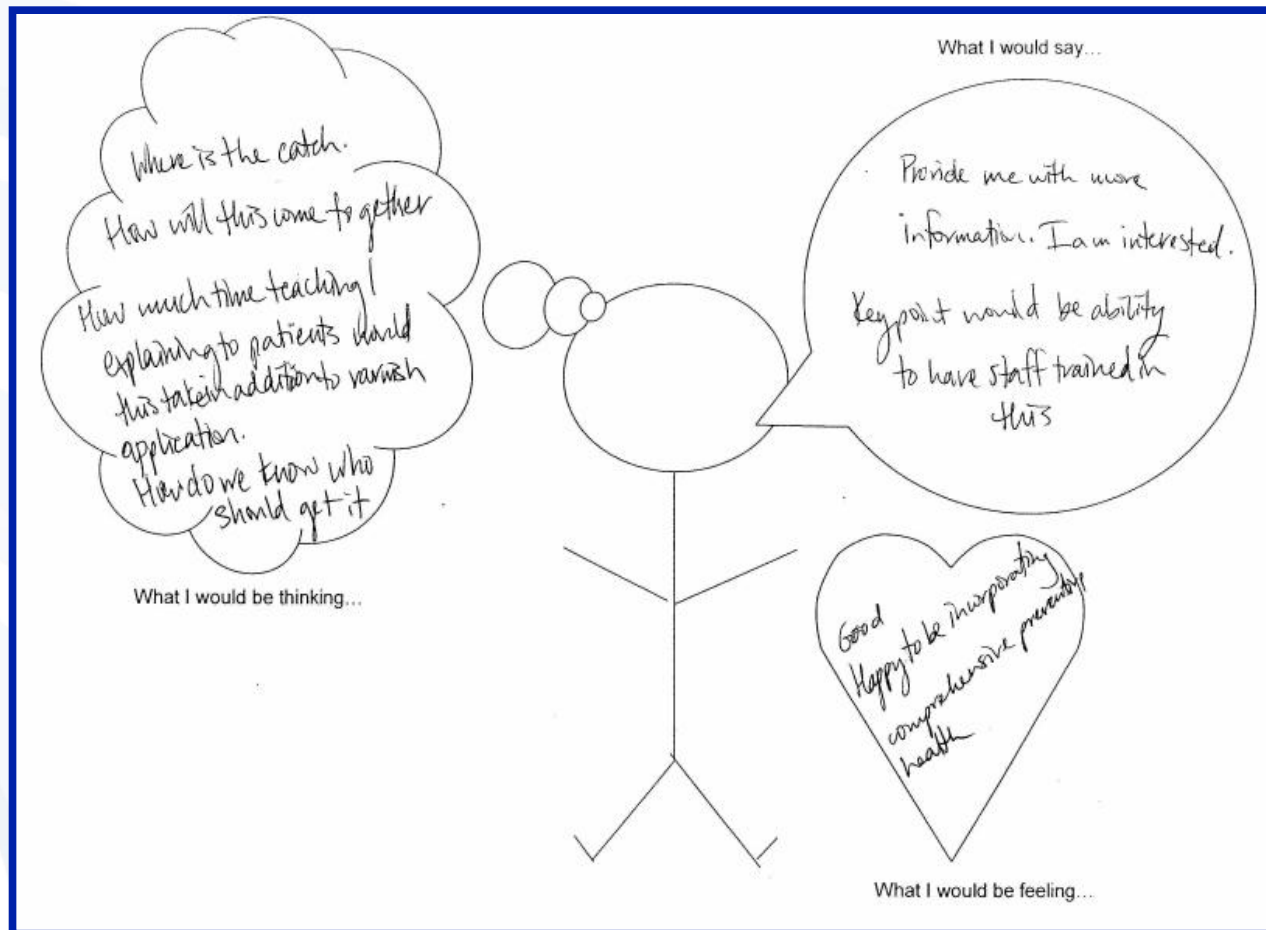


What I would be feeling...

**Hints & Tips**  
"Draw" the exercise in PPT and print/copy for groups!

# Say. Think. Feel.

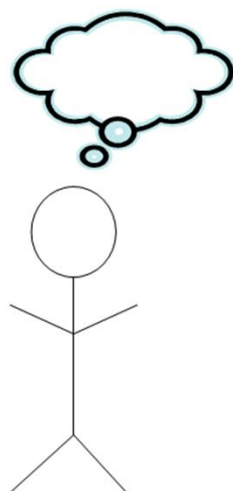
Please fill in the following cartoon regarding your feelings about incorporating this into your practice.



# Personification

If \_\_\_ were a person, what do you think they would be like?

\_\_\_\_\_



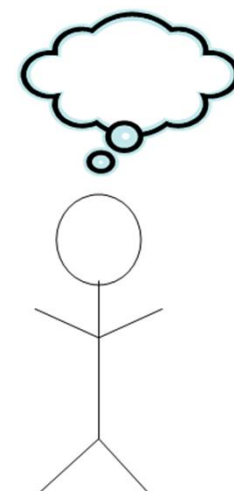
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Gender \_\_\_\_\_  
First name \_\_\_\_\_  
Marital/Family status \_\_\_\_\_  
Occupation \_\_\_\_\_  
Income \_\_\_\_\_  
Car \_\_\_\_\_

**\*Draw object in hand that represents lifestyle**

**\*Draw clothes - note the style/  
brand/store/fabric**

**\*Balloon - life motto/goal/saying**

\_\_\_\_\_



Age \_\_\_\_\_  
Gender \_\_\_\_\_  
First name \_\_\_\_\_  
Marital/Family status \_\_\_\_\_  
Occupation \_\_\_\_\_  
Income \_\_\_\_\_  
Car \_\_\_\_\_

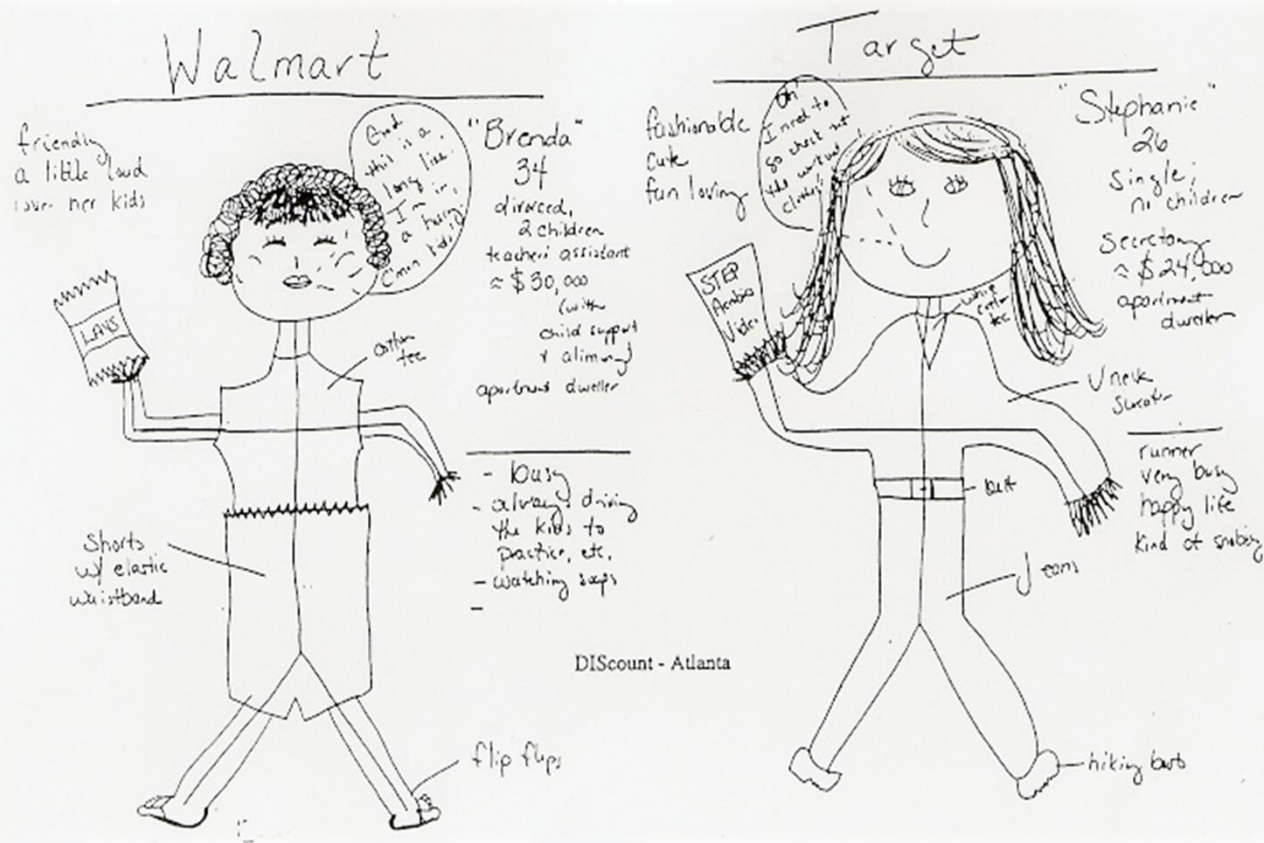
**\*Draw object in hand that represents lifestyle**

**\*Draw clothes - note the style/  
brand/store/fabric**

**\*Balloon - life motto/goal/saying**

# Personification

Draw a typical shopper



# Make Me: Hands-on Exercises

# Collage

- ❖ Great for engagement
- ❖ Done during the groups or for homework
- ❖ Probe to understand the motivations behind the images they have chosen

## Hints & Tips

Purchase duplicates of magazines used so that each group / individual has the same options to choose from



# Collage



*"Books, there are millions of books all that go through the library system in the computers. People will go there if they don't own their own computer and use those at the library."*

# Making Faces

- ❖ Similar to a collage, these allow participants to express an outward and inward perspective



## Hints & Tips

You can purchase these inexpensive paper masks from your local craft store


# Storyboard

- ❖ Describe an event or experience
  - Use images and words
  - Have a beginning, middle and end
  - Where, What, Who and describe any feelings
- ❖ Participants can be literal or creative
  - Ask questions to fill in any missing pieces of information



# Storyboard

*“Our car took us on an adventure. It was our home. Everything we needed was inside it.”*


  
**A CAR STORY**


We're looking forward to seeing you on Friday, May 6. In preparation for the focus group, we'd like you to complete one assignment. Please bring with you so that you can share it in a small group session. Thanks!


Please **tell a story** – using both words and pictures – about an experience with a car that you have owned. This could be a car from your past that you currently own. Please choose an incident that illustrates something important about your relationship with the car. Be as detailed as possible, and include things like where you were, who was in the car, what was happening, and any feelings around the experience. Please include a beginning, middle and end to the story. Illustrate your story with pictures – these could be photographs, pictures cut out of magazines or pictures that you draw (stick figures and symbols are fine!).



Have some fun with this activity – this is a chance to express your spirit!




\* Anywhere from a paragraph to a page in length



I decided to take my son on a road trip through Washington State. 


So we packed up all our stuff and headed out on a wonderful adventure. 

 We spent the next week and a half traveling all around north eastern Washington.

We drove on busy roads, open highway, country roads and "off road".  

We explored ghost towns, found fossils, cool rocks and crystals!   

We had a fabulous time driving around, seeing things, spending time together packed all snug in our car.  

  
Me ↑ Eric ↑

# Product Sort



- ❖ Allow participants to visually and mentally group like-items
- ❖ Compare and contrast / similarities and differences
- ❖ Individual or group activity
- ❖ Create their own categories for grouping
- ❖ Probe with questions to understand their choices:

# Product Sort

Please group these items however you like.

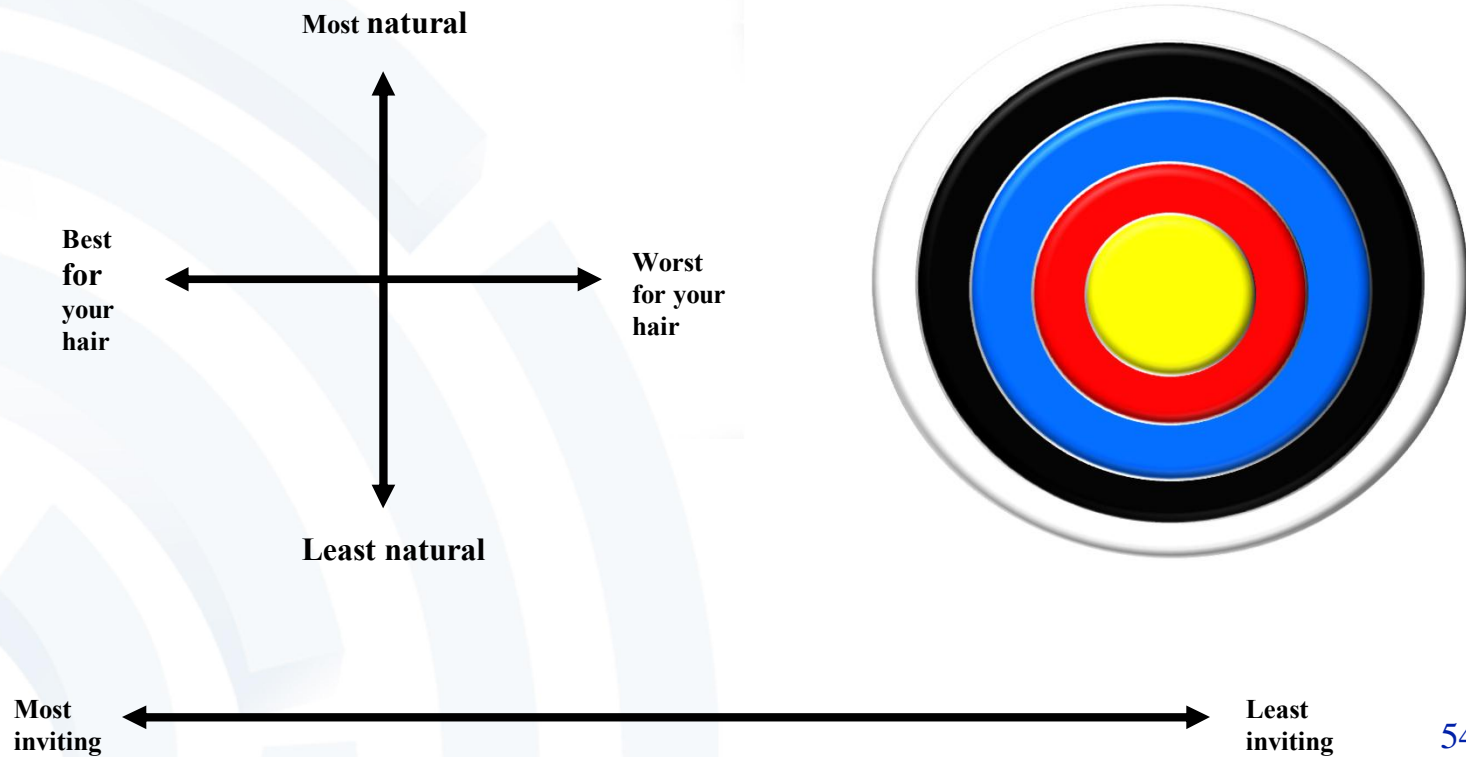
**Hints & Tips**  
This can also be done with the names of items on 3x5 note cards



*“I put Luna and Glow in the same group because I think they’re only for women.”*

# Perceptual Mapping

- ❖ Shows degree of importance or alignment with participants' perceptions of a product, service or brand



# Tech Me: Technology-based Exercises

# Color Your World- Online version

❖ Choose the color that best reflects how you feel when



*"I picked B1 for traveling for work because it's how I earn an income."*

*"I chose A2 for fun travel. I usually try to go someplace warm with sunshine!"*

# Text Me

- ❖ Give the participants a pre-group assignment where they text you about an experience
  - Send them shopping
  - Complete a task
  - Interact with an item
- ❖ They would then text you during that experience to tell you about it (how they feel and what's happening)
- ❖ You can even have them send you a photo



# Digital Life

- ❖ Have participants snap a photo (using their cell phone or digital camera) every time they think about or encounter a specific trigger
- ❖ Send you the photo along with some basic information
- ❖ Probe to understand the feelings and the context



# Digital Life

Please take a digital photo every time you think about money this week.

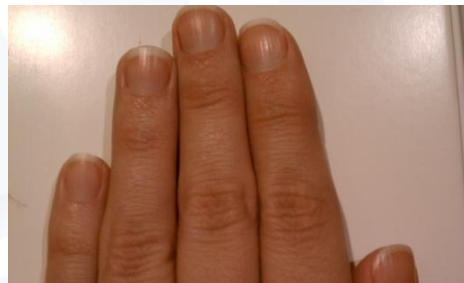


*"My lunch bag because I bring my lunch from home. It's cheaper than going out to eat. It makes me feel responsible."*

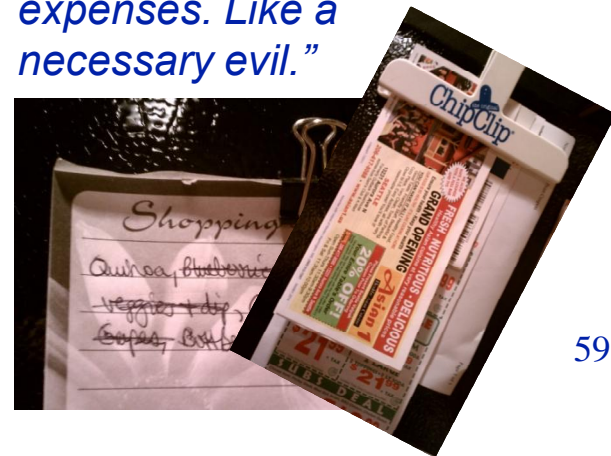


*"My laptop on the couch. It was bill-pay time. I do it online, while watching TV since it's a boring chore."*

*"My nails, because I am going to 'splurge' on a manicure this week for some 'me' time."*

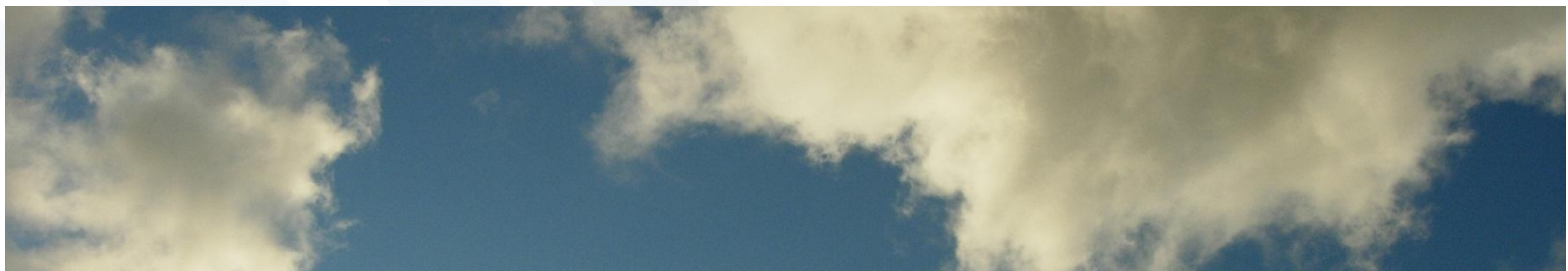


*"My grocery list and coupons. Food is a large part of our monthly expenses. Like a necessary evil."*



# THANK YOU!

- ❖ One of the many benefits of QRCA is the vast amount of knowledge and resources their members offer. The projectives in this presentation are a compilation of ideas and methods shared by our members over the years
- ❖ Your turn to share. . .
  - What other projectives have you used that you found to be successful?
  - In what other ways can technology be used in projectives?



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