

THE **CONVERSATION** STUDIO

E-Bikes feature fight

Evaluation and appreciation of the 'soft' specs
of E-bikes

Report

Mei 2020

I. A quick intro about who we are



The Conversation Studio

We are human centric proposition designers.

We deliver valuable customer insights, boost creative thinking and give confidence in decision making when developing new products, services and business models.

Customer centric proposition design

In 2018 we launched The Conversation Studio with one goal in mind: a world with no more crappy products.

In concrete terms, we believe that products and services that are developed must bring forth added value for the user and - if possible - the planet.

With this in mind, our team focusses on supporting our clients with the innovation, marketing and developing of new and powerful product propositions.



If you want to know more or have any questions about this research, feel free to get in touch.



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Meet our team

A fun and enthusiastic group of highly skilled professionals defined by different backgrounds yet brought together by their passion for market research.



Our pro-active consumer studies

The Benefit Value Studies is one of our top selling research products. By understanding consumers' appreciations of the 'ingredients' of a proposition, brands are able to increase conversion and fill their innovation funnel with relevant new product ideas.

We already serve brands like JBL, Heineken and Philips with this specific type of research. It is thorough, fast and affordable.

To make other brands aware of this type of study, we sometimes conduct pro-active studies as a show case of this valuable methodology.

II. About this E-bike study

E-bike services through the eyes of the consumer

Recently several agencies published their annual E-bike tests: Consumentenbond, ANWB, AD, Telegraaf already published several "best e-bikes" this spring.

What is striking about these tests is that they mainly focus on the comparison of technical specifications of the e-bikes: which motor is the best, who has the shortest braking distance and who has the best battery.

To the user, however, an E-bike is more than a set of tech specs. In fact, other elements come into play when buying and using an e-bike: the services and warranties provided.

In addition to the functional e-bike tests, you will find in this research report the appreciation and preferences for the 'soft' specs of (potential) E-bike owners.



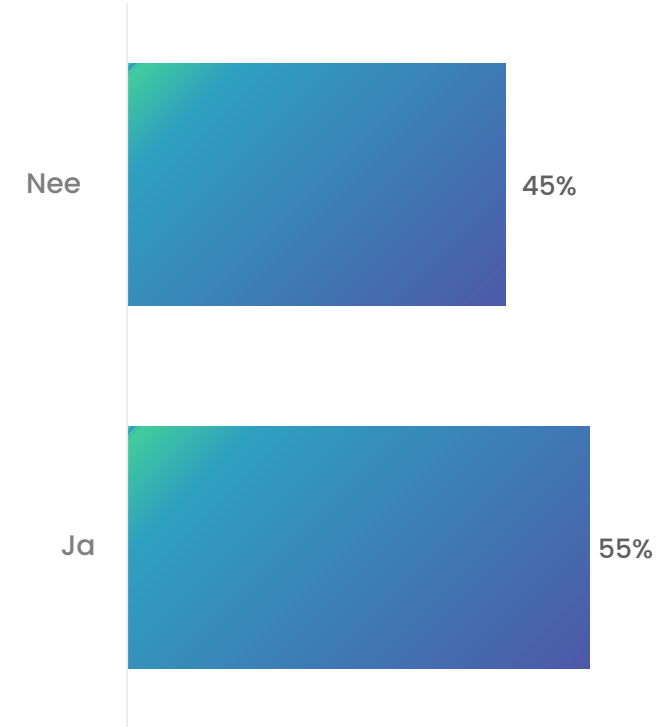
The E-bike perspective

To map this perspective, we asked 400 Dutch (potential) E-bikers of all ages how they view having E-bikes and which bike brand services appeal to them the most. Here you can see the breakdown of the research population.

In addition to the insights on how consumers view "soft" services of E-bikes, we included in-depth analysis and topics in the survey:

1. *Difference in preference for the services between different target groups*
2. *Importance of adding the 'soft' topics and for differences between target groups.*
3. *Impact of the corona crisis on the behavior and purchase intention of E-bikes.*
4. *Motivations and uncertainties (Job to be done, pains and gains) for having an E-bike.*
5. *Most spontaneously mentioned E-bike brands.*

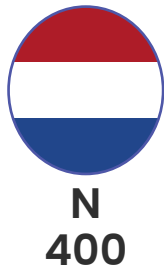
For these insights, please send a message to:
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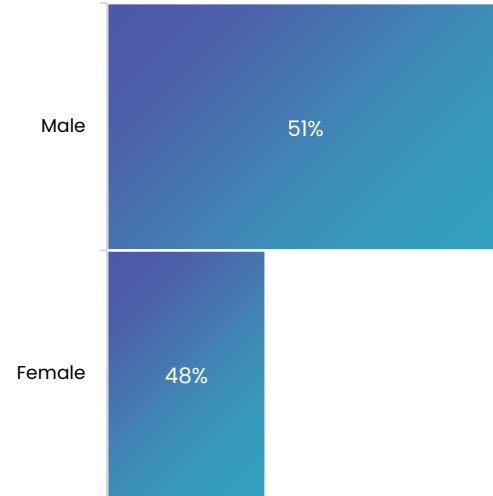
Do you own an e-bike?

Demographics

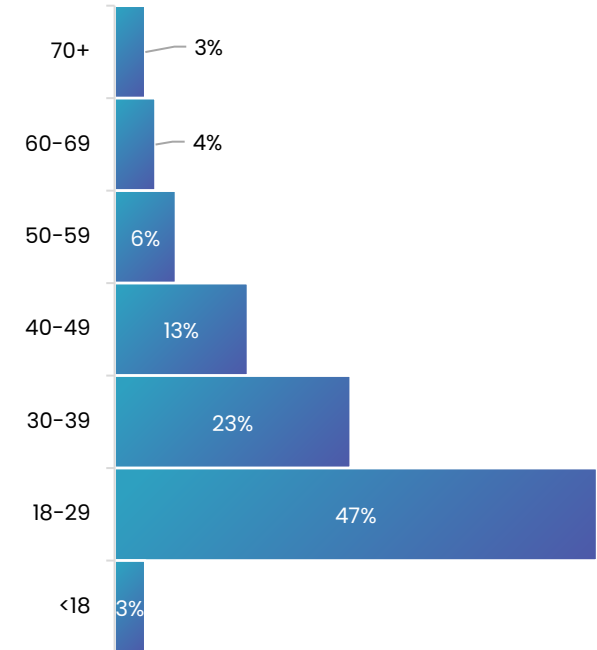
Countries



Gender



Age



III. Additional services for E-bikes

Additional services for your E-bikes

After an extensive tour of e-bike brands, bike providers, articles and test, all additional services and services already offered by the various brands and providers were collected. These services were then categorized into three themes:

- **Your bike is protected**
- **Your bike encourages you to move**
- **Your bike is ready**



Additional services for an E-bike by theme



Your bike is protected

Services that address bicycle safety – especially the theft component.

- > 24/7 roadside assistance service
- > Alarm – sound and visual
- > Digital lock – automatically locked in case of theft
- > Find my bike: location of bike in app
- > Map with guarded bicycle parking facilities
- > Detection team – takes action if you report your bike stolen
- > Risk areas for thefts
- > Collision alert – notified in case of sudden movements or falls
- > Speed alert – push message at speed above 50 km/h
- > Replacement bike in case of theft



Your bike encourages you to move

Services that encourage the positive feeling of exercise.

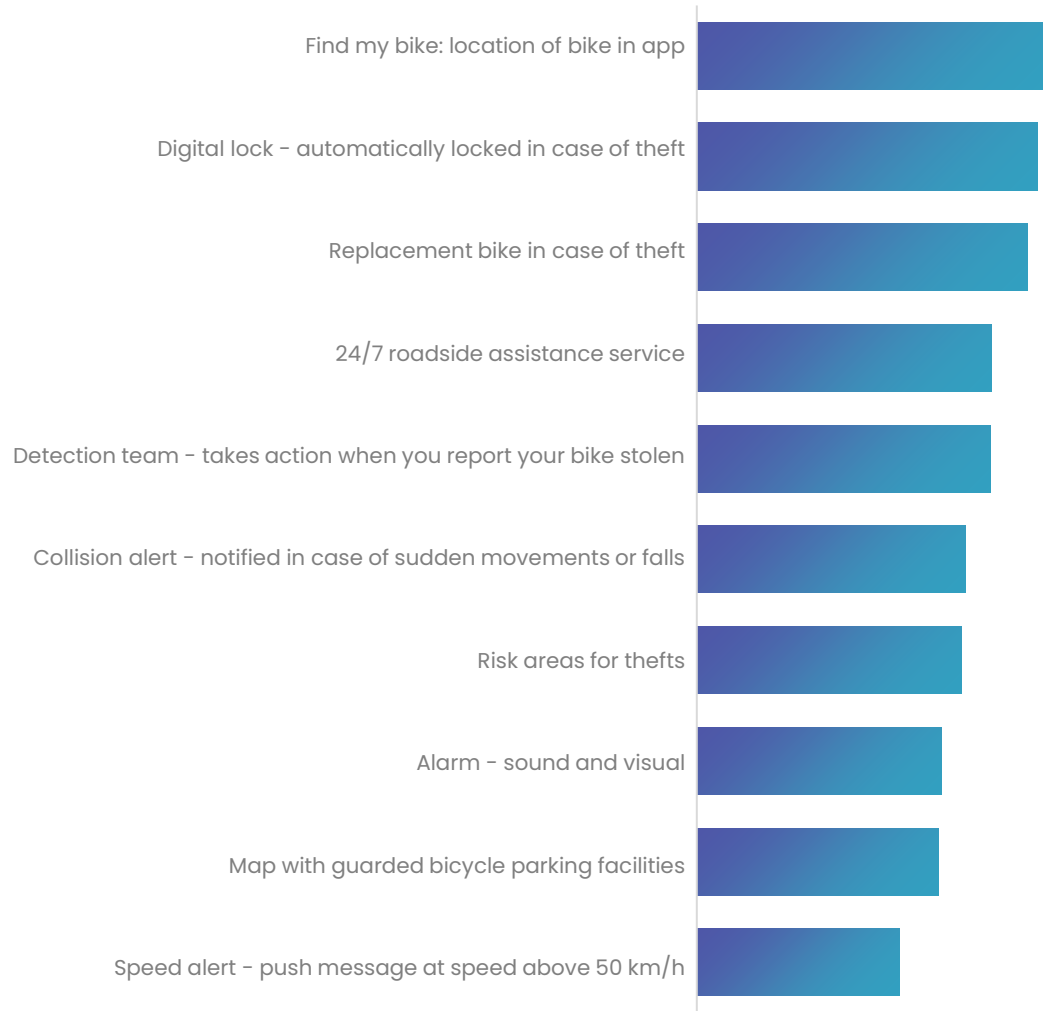
- > Bonus for more miles (discount service)
- > Sharing your rides and results
- > Goal setting and coaching on moving with your bike
- > Save favorite bike routes
- > View bike history
- > Amount of CO2 saved
- > Compare rides and results with friends
- > Feedback in app about distance
- > Feedback on calories
- > Weather rating for cycling in the app



Your bike is ready

These are warranty services that ensure the cyclist can always be on the road and not have to worry about wear and tear or service calls.

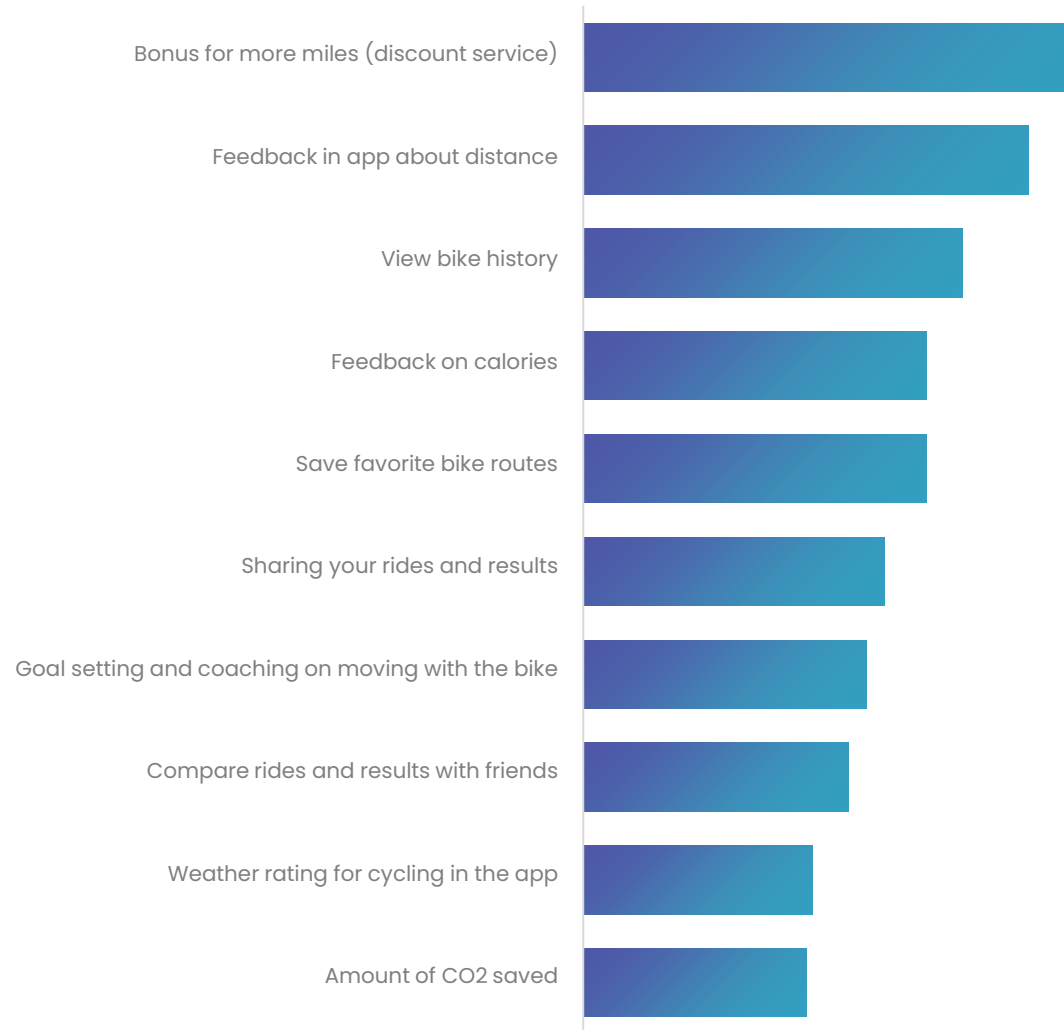
- > Theft guarantee
- > Warranty, on battery: 80% at 1-1.5 years, 60% at 1.5-3 years
- > Full warranty – nearest bike dealer
- > Full warranty – home service mechanics
- > Full warranty and annual service



Preferred Features: Your bike is protected

Find my bike - is the feature most preferred in the 'your bike is protected' theme.

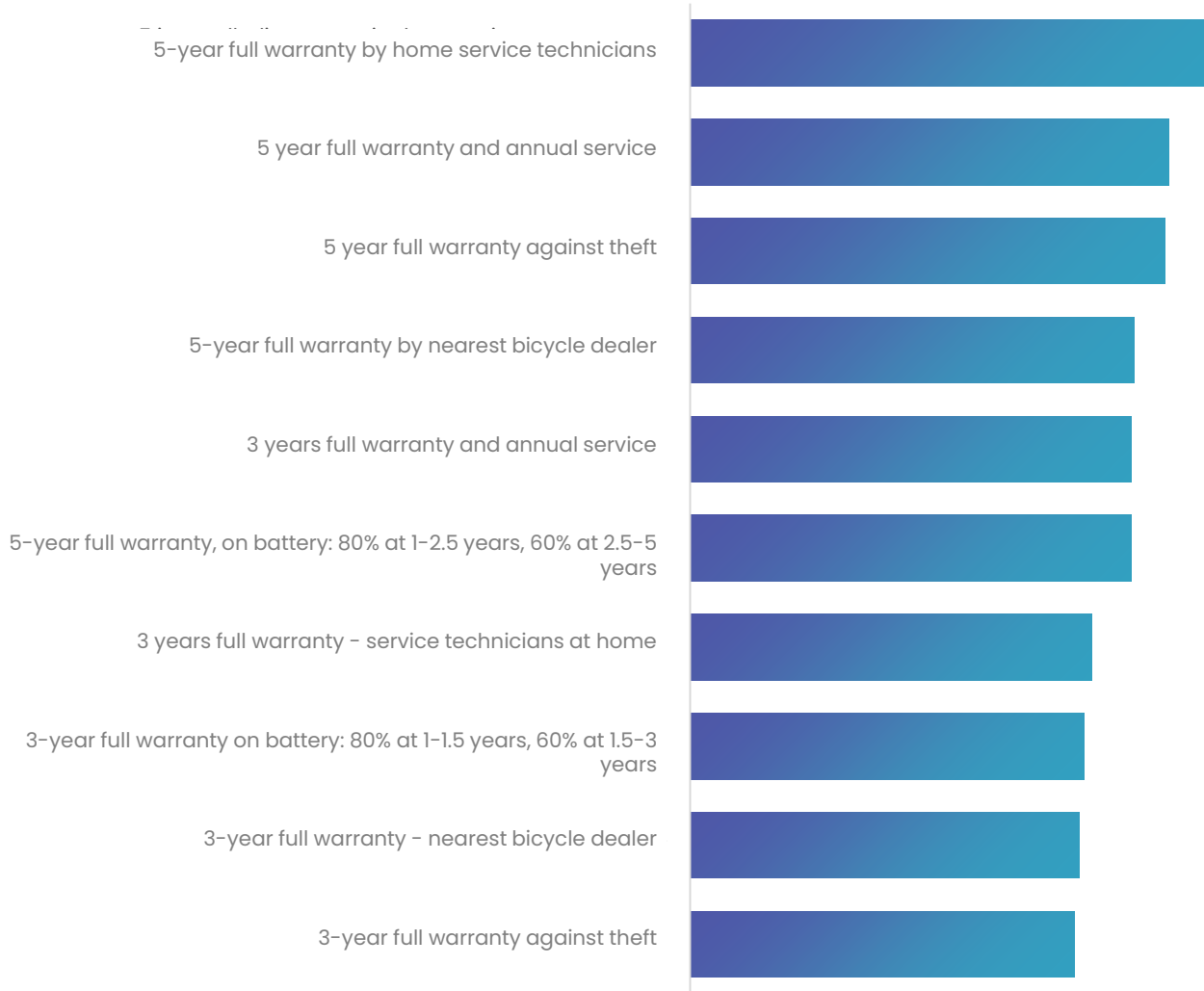
*Relative preference between different services. measured by a conjunct measurement in which participants weigh in by indicating preference for different packages of services



Preferred features: Your bike encourages you to exercise

Bonus for more miles - is the feature most preferred in the theme "your bike encourages you to move".

*Relative preference between different services, measured by a conjunct measurement in which participants weigh in by indicating preference for different packages of services



Preferred features: Your bike is ready

5-year full warranty by home service technicians - is the feature most preferred in the 'your bike is ready' theme.

*Relative preference between different services. measured by a conjunct measurement in which participants weigh in by indicating preference for different packages of services

Top 5 most appealing services for (potential) E-bikers



Your bike is protected

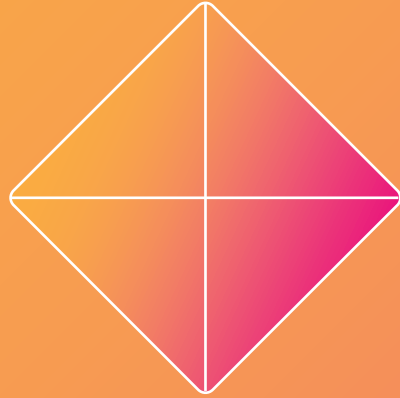
- > Find my bike: Bike location visible in app
- > Digital lock - automatically locked in case of theft
- > Replacement bike in case of theft
- > 5 year full warranty by home service technicians
- > 24/7 roadside assistance service



Your bicycle encourages you to exercise



Your bike is ready



About the Benefit ValueTest

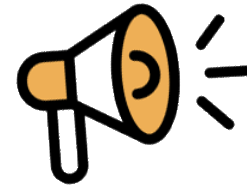
The **Benefit Value Test**
answers the question:

*“What product or service features
provide impactful value
for your target groups?”*

The **Benefit Value Test**
give you clear, fact-based input for
innovation opportunities and
commercial communication directions.



INNOVATION



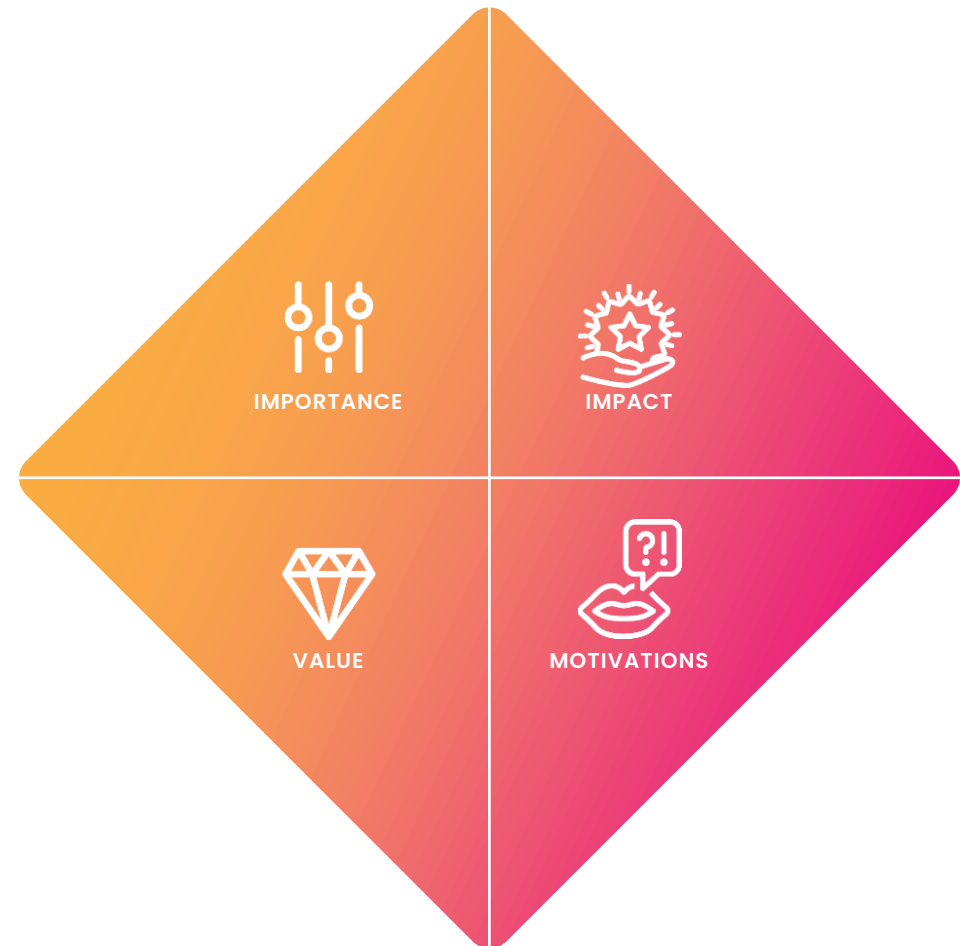
COMMUNICATION

How does it work?

The Benefit Value Test is a quantitative research with combined methodologies (a.o. an algorithm-led choice based test and impact-analysis) that offers the most comprehensive understanding of the preference and impact of product features and related benefits from a consumer perspective.

Knowing what are the most successful benefits can help you motivate the target group for your product proposition and improve benefits to match with the desired target group better.

Data is then gathered, analysed and reported by our team of experienced researchers in Amsterdam to bring clarity in consumers' needs and wishes of alarm system features.



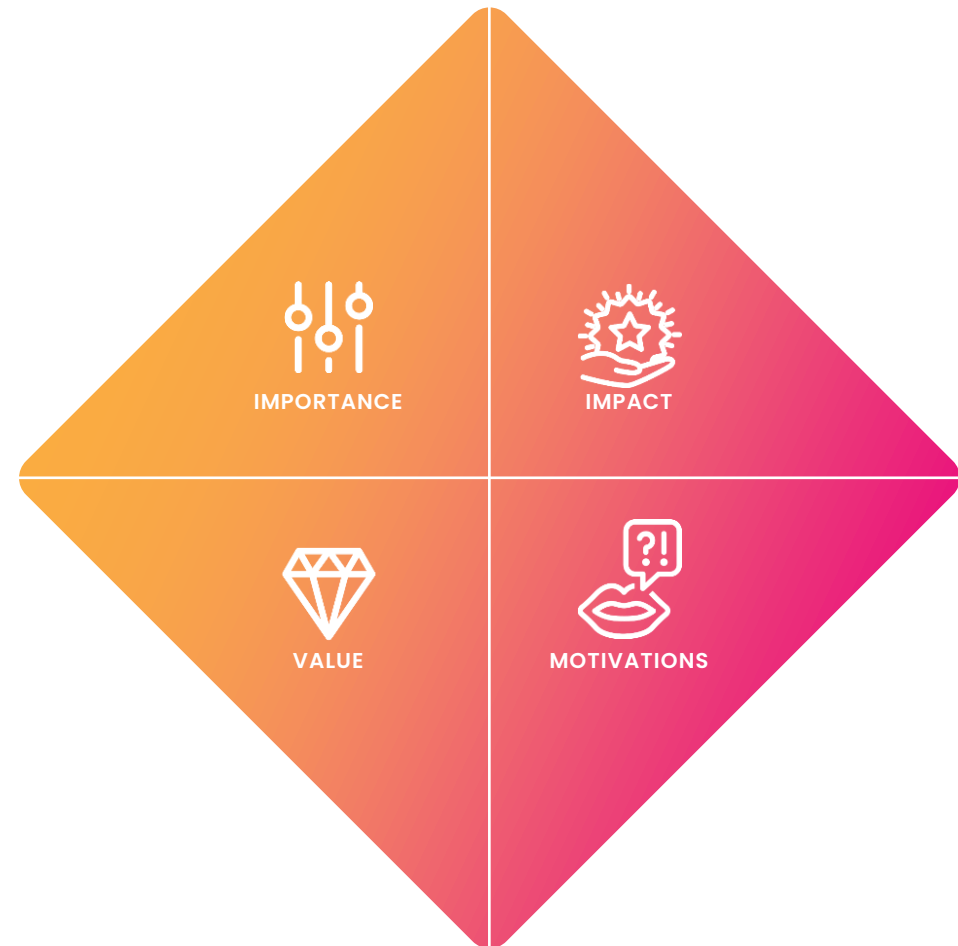
Benefit Value Test

Uncover proposition features and benefits to delight your customer

The Benefit Value Test validates your product benefits so that you can make better informed decisions to define the optimal

It maps out:

- a ranking of best and least preferred features/benefits
- the impact on satisfaction of every feature/benefit
- what features/benefits have the power to WOW
- pains and gains in your product category
- the optimal combination of features/benefits
- target group differences

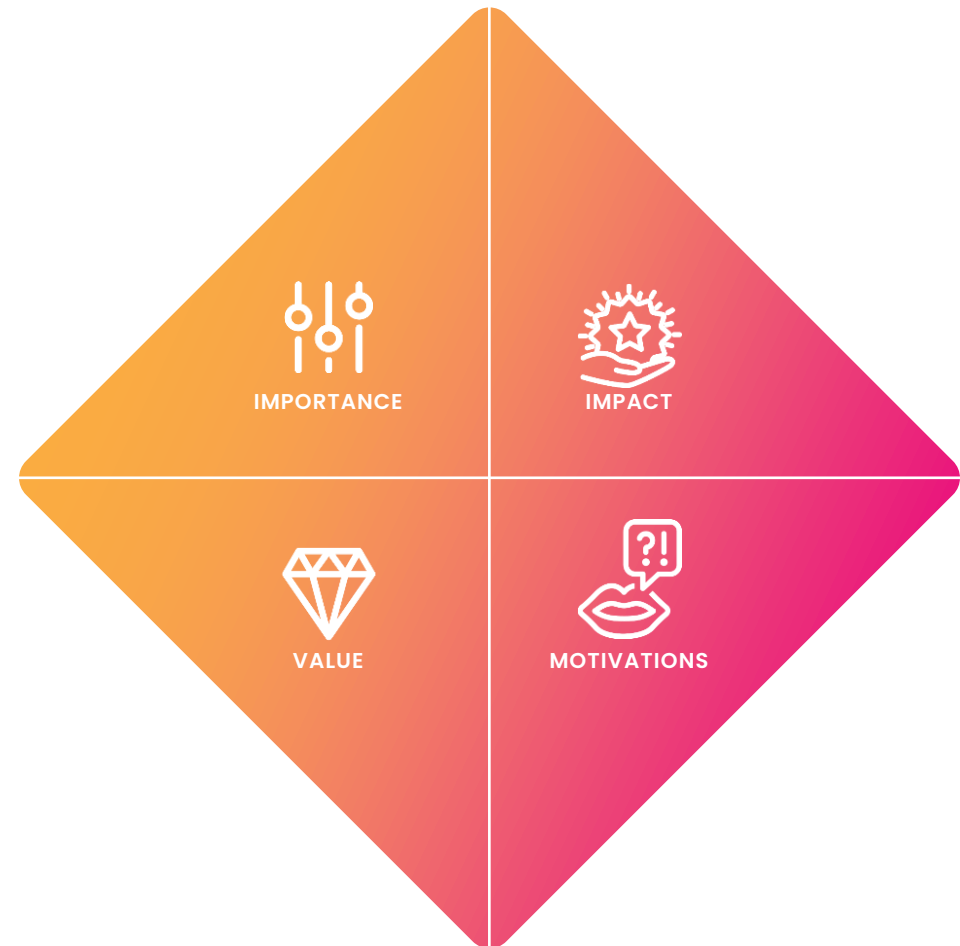


Combined methodology

Triangulation provides a broader context

The Benefit Value Test combines insights that derive from three powerful and proven research techniques:

- Preference: Choice Based Test
- Impact: KANO-analysis
- Motivation: Thick Data Analysis



Preference - Choice based test

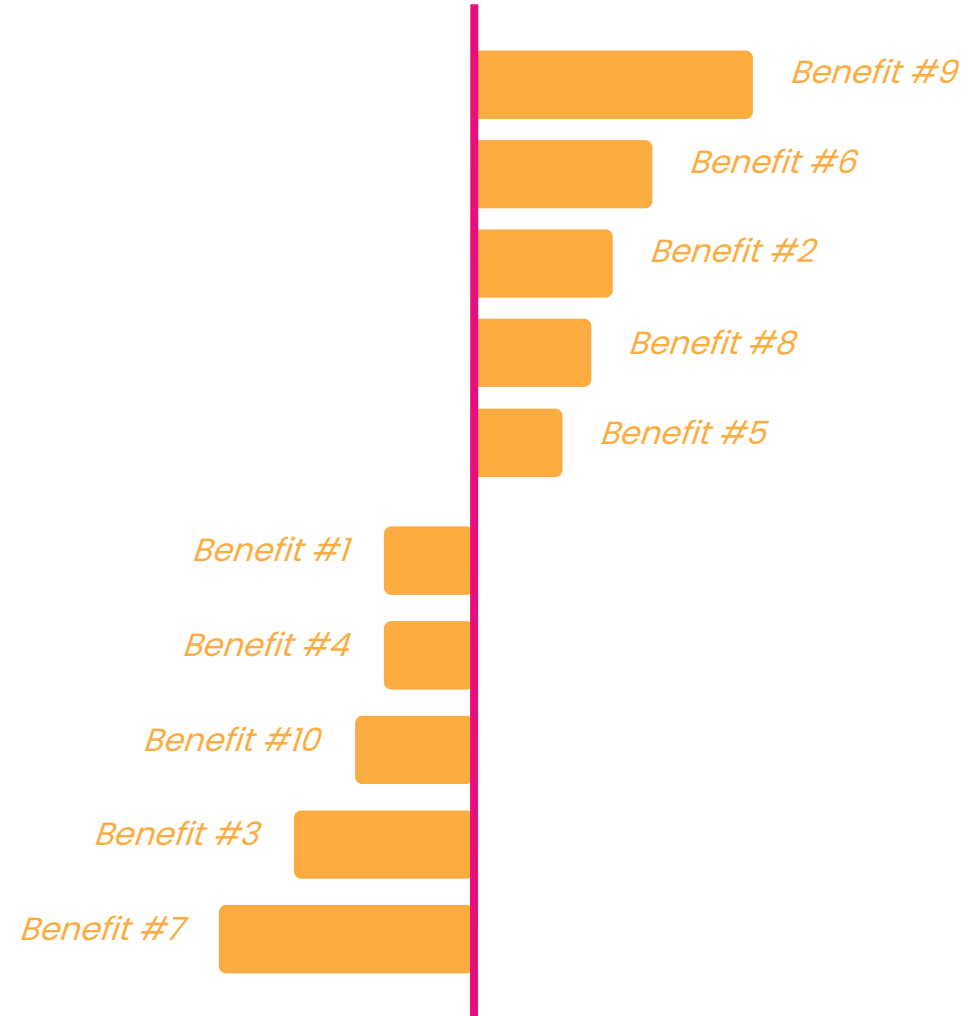
Know what benefits are preferred

This implies that every consumer is shown 10x a randomised set of 4 product benefits.

Per set consumers indicate their preference for one of the presented product benefits.

Our algorithm-based analysis ultimately ranks the product benefits from first to last.

We add a TURF-analysis (Total Unduplicated Reach and Frequency) provides insight into the optimal combination of the benefits.



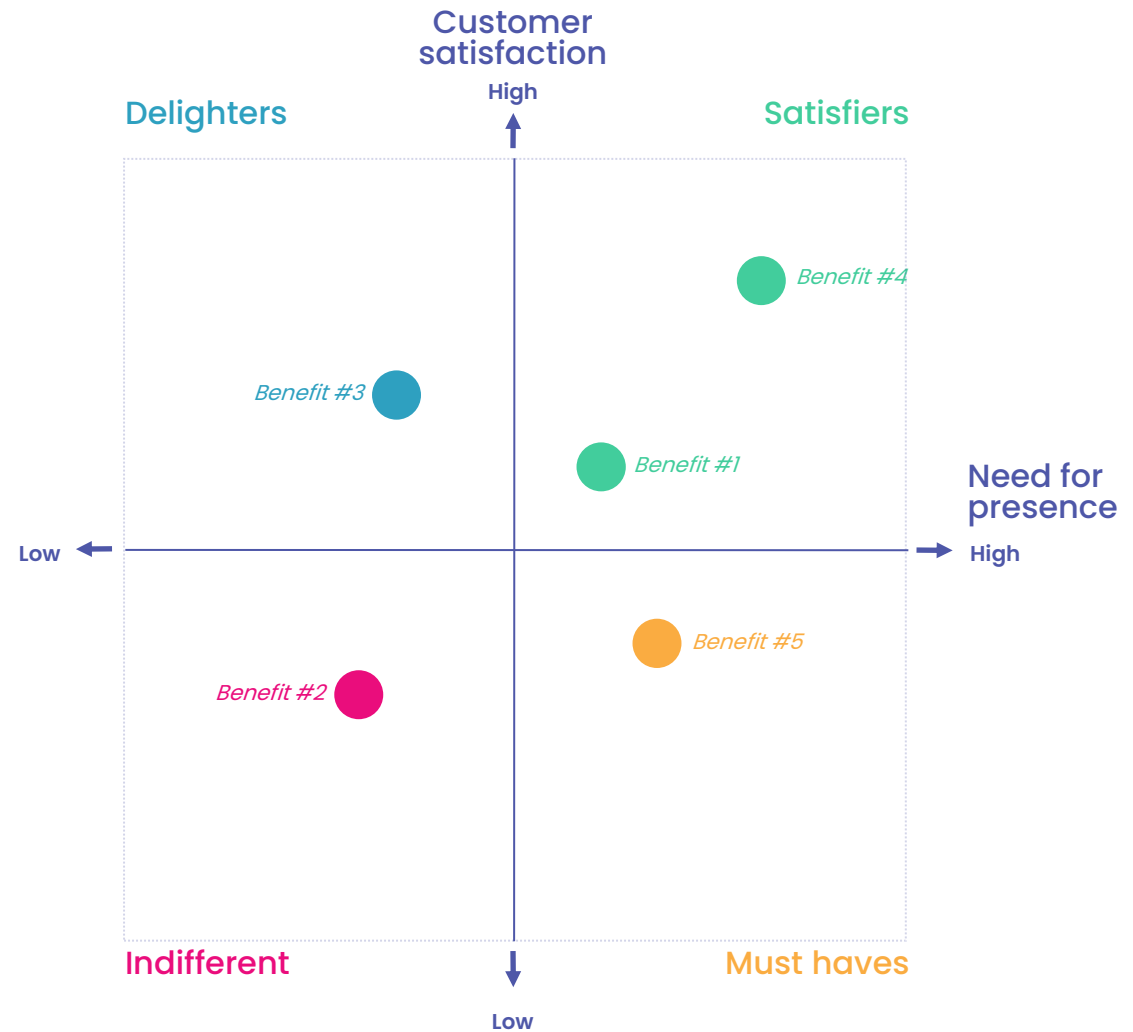
Impact - Kano analysis

Know what impacts to differentiate

This methodology helps you to understand which product benefits your customers **LOVE** and which ones **BOOST** their satisfaction.

Plotted on two axes, it will show you which product benefits have the power to "WOW".

This revolves around two types of insights: the extent to which consumers expect a benefit / product feature to be offered and the extent to which they would miss this benefit / property if it is not there.



Motivations – Thick data analysis

Understand the ‘why’

What do consumers say about your product? What motivates them to use or not to use products in your category?

What are their ‘jobs to be done’, ‘pains’ and ‘gains’?

Actively listening to your consumer is paramount for the success of your product.

This can be done either by ‘thick data’ analysis from the web and/or asking open ended questions about experiences, needs and wishes.



Thank you!

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