

Product Experience Optimization for Wellness Beverage

Client Situation

A startup developing **wellness-promoting coffee and tea infusors** sought to optimize its product experience.

The founders utilized a novel infusor design which served to showcase a beverage that looked, smelled, and tasted delicious. However, it had to be brewed, not chugged, creating a point of friction.

The beverages also utilized standardized formulations to, for the respective product lines, deliver calm, sustained energy, reduce anxiety, and promote better sleep.

Strategic Challenge

Two key goals were **to test strategies for improving the experience of the infusor** and **to evaluate product impressions with daily use**.

The research addressed the following questions:

- What messaging made using the infusor both desirable and easy?
- Which customer segments were attracted to different product lines?
- How did product experience and branding interact to shape perceptions of the product?

Approach

Designed and led a **research initiative** that included:

- Product-interest and recruitment survey
- A daily diary approach to track changes in product perceptions
- segmentation analysis
- Follow up semi-structured interviews

Core Strategic Insight

Infusor Experience

Provide messaging around daily ritual and the rich sensory experience provided by the infusors. Pair with branded instructions regarding how to use the infusor, including both text and an online-video.

Wellness Experience

The formulas were perceived to be effective, overall, with certainty about the positive effects generally increasing with daily use.