

4 Questions about Your AgeTech Innovation:

Key Questions to Ask
Yourself Before
Launch

A POV Paper by:
Nicole Munsey
Dana Keilman

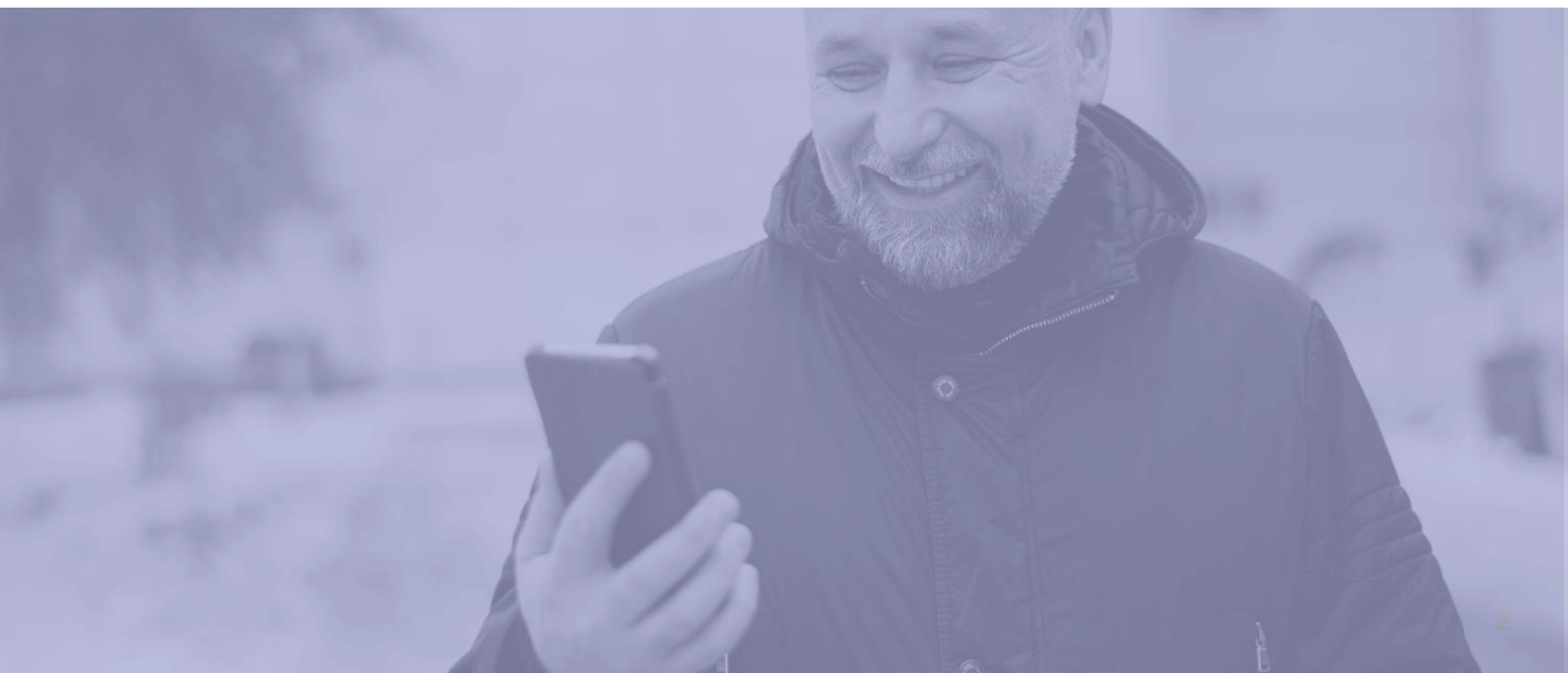


#Thefutureisold

www.morninglightstrategy.com

Table of contents

3	Introduction
4	What consumer need does your AgeTech meet?
7	How does your AgeTech deliver on key drivers?
10	How much are you asking users to change behavior?
16	How “easy” is your AgeTech?

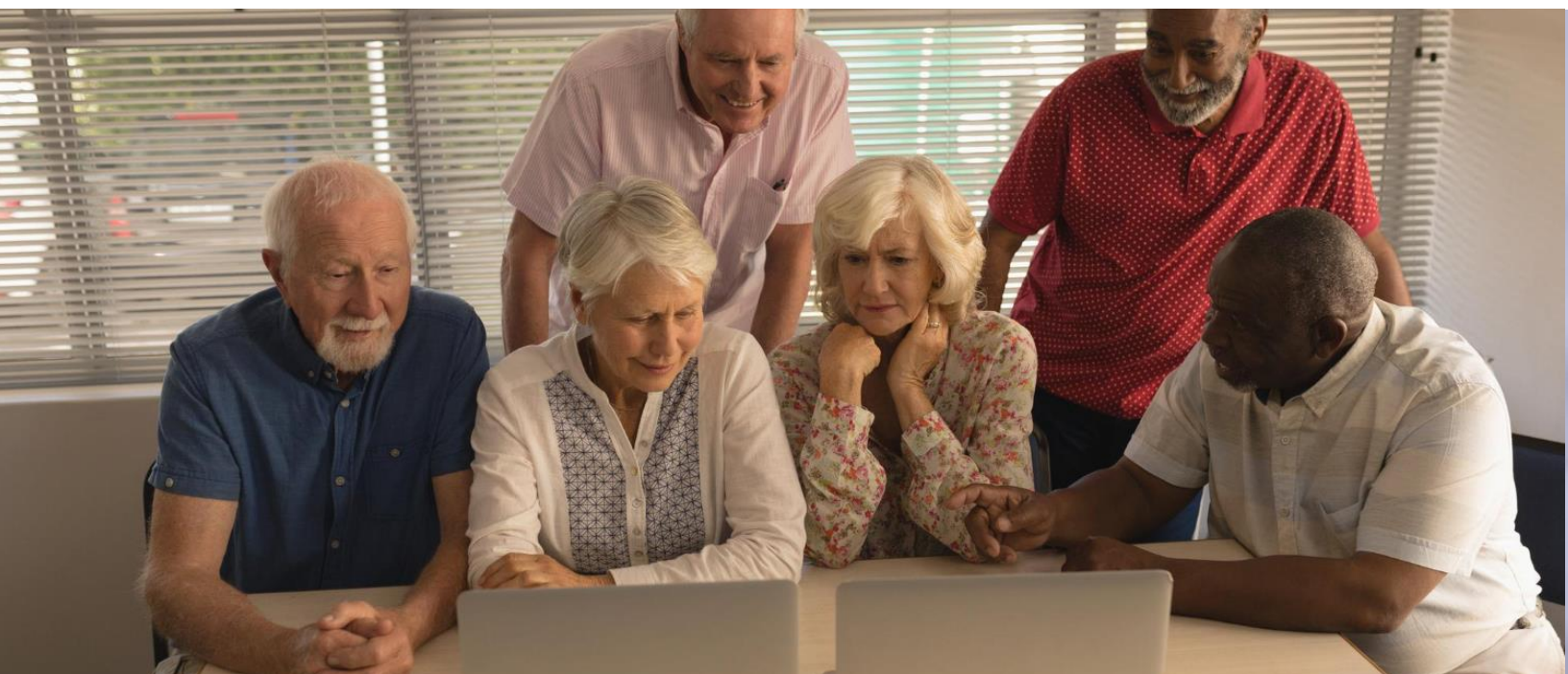


Introduction

In this paper, we explore the **4 critical questions AgeTech innovators should be asking about their AgeTech before going to market** to ensure you are creating consumer relevance and maximizing your in-market potential.

It's just as important to ask these of the right people – all 4 of **these questions are best answered from the perspective of potential users, not from the innovator's perspective.**

- 1 What consumer need does your AgeTech meet?
- 2 How does your AgeTech deliver on key drivers?
- 3 How much are you asking users to change behavior?
- 4 How “easy” is your AgeTech?



What consumer need does your AgeTech meet?

This may sound like an obvious question, but **so many innovations, particularly tech-based innovations, fail simply because they don't truly solve a need that consumers have** – which means in the long-term, it is simply not relevant enough to succeed in the market.

That need may be a functional need or an emotional need; it may be a need that is totally unmet today, or a need that your innovation can deliver better on than other options.

You can't meet consumer needs if you don't talk to consumers to learn what they are.





It may be clear to you what need you are solving for, and for whom you are solving it, but...

- **Will the benefits be clear and relevant** to your potential buyers and users?
- Will your buyers and users perceive your innovation as something that **meets their over-arching functional or emotional needs** in the category?
- Will your buyers and users see your innovation as a **better alternative than other options** currently available?
- Will your buyers and users believe your innovation offers a benefit that's **worth paying more for**?

Before automatically answering “yes” to the above questions -- stop and take stock of whether you have unbiased input from many people who could be your users/buyers.

What consumer need does your AgeTech meet?



You can't meet consumer needs if you don't talk to consumers to learn what they are.

Primary Consumer Research can maximize your AgeTech innovation's potential by giving you the **Strategic Insights** and **Innovation & Marketing Guidance** you need to succeed – starting with a deeper understanding of consumer needs.

Morning Light Strategy research solutions can help you:

Identify the **top unmet needs** and the size of each opportunity

Discover **how people are solving** for the need today (i.e. your competition)

Determine **how your innovation is perceived** vs. current solutions

Identify **who** experiences the need you are solving for

Uncover **where and how your innovation would fit** into their lives

Measure **how (if) your innovation actually delivers** against their needs

How does your AgeTech deliver on key drivers?

It's critical to ensure that your new launch **delivers on the key considerations that drive consumer purchase decisions** today.

Types of Key Purchase Drivers



Functional Drivers

Includes factors such as:
efficacy attributes,
performance, durability,
ease of use, affordability
and convenience



Emotional Drivers

Includes factors such as:
how it makes the users
feel, what it says about the
user, or what it allows the
user to do or accomplish

For each type of purchase driver, your first step is to understand **the critical drivers** that impact the AgeTech brands and products that consumers choose today.

In any category, there are multiple functional and emotional drivers of choice, but some are **must haves** in order to create long-term consumer relevance.



An Example: Wearables

In this category, offering many different colors and styles of watch faces or bands may be unique, and style options may set a product apart from competition, but...

If it has a clunky interface and low battery life, it won't matter how stylish the options are, because it's fundamentally not delivering against the more critical functional drivers in the category

Some categories are more emotionally-driven and some are more functionally-driven. **Which is your category? What are the implications for your innovation and go-to-market strategy?**

For instance:

- **In a highly emotionally-driven category, consumers are more likely to invest in “tech” solutions which are **additive** – that is, the tech elevates the current experience and emotional benefits (e.g. cars)**
- **In a highly functionally-driven categories, consumers are more likely to seek **subtractive** “tech solutions” – that is, the tech drastically simplifies the experience and enhances convenience (e.g. cleaning products)**

How does your AgeTech deliver on key drivers?



You can't deliver on key drivers of choice if you don't know what they are

Primary Consumer Research can help you maximize your AgeTech innovation's potential by giving you the **Strategic Insights** and **Innovation & Marketing Guidance** you need to succeed – including how to market against the key drivers in your category.

Morning Light Strategy research solutions can help you:

Identify **emotional and functional drivers** impacting choice

Assess **competitor** strengths & weaknesses on key drivers

Identify **positioning gaps and opportunities** in the category

Identify **product development opportunities** to better meet needs

Optimize **your brand positioning and marketing communications**

Monitor and improve **your brand/product performance** in market

How much are you asking users to change behavior?

All innovations are designed to solve a problem or meet a need for the user.

Inherently, **users are doing something today**, before your innovation launches, in order to solve that problem or meet that need.

In order to ensure you are building the right marketing and communication strategy for your AgeTech innovation, **you'll want to understand how much of a change in behavior is required from your user** in order to adopt *your innovation* instead of *whatever they are doing today*.

Why does this question matter?

1

People are creatures of habit

Most of us don't change our habits and behaviors easily, particularly if it comes with a steep learning curve.

2

It's not the users' job – it's yours

It's up to you to motivate users to change their habits, adopt your technology and adapt to changed behaviors.

Some innovations simply allow consumers to solve their needs better or more easily, **without** asking the consumer to modify their current habits or behaviors significantly. For example:



Before Swiffer, people cleaned their floors by sweeping and mopping with brooms and mops/buckets. **With Swiffer**, users still go around the entire house with similar movements, but can combine sweeping/mopping into one motion without the messy bucket.



Before Keurig K-Cups, consumers brewed drip coffee at home. **With Keurig K-Cups**, consumers still brew drip coffee at home – but more quickly and conveniently. They didn't have to significantly change their coffee prep behaviors, and in fact were able to remove some steps from the process.

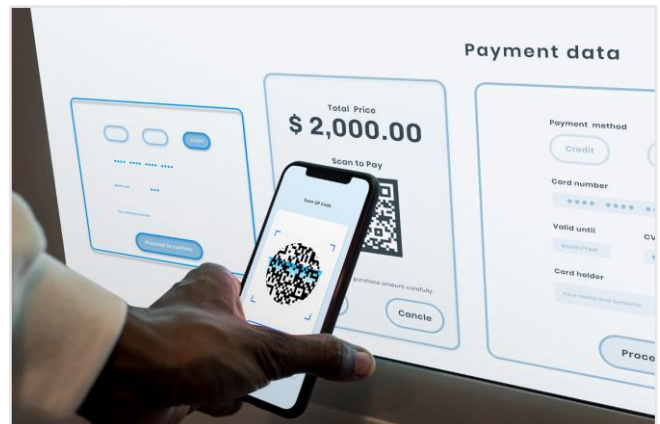
"In the case of both Swiffer and Keurig K-Cups, the behavior is fundamentally the same, but made more efficient and convenient."

- Nicole Munsey, President of Morning Light Strategy

Other innovations **do require** consumers to significantly modify their current behaviors in order to reap the benefits of a new innovation. For example:



Unlike Swiffer, **a Roomba required a fundamental change in how users cleaned their floors.** Instead of going room to room and manually sweeping, consumers now have to learn how to use, charge, and program a robot vacuum.



Before the launch of **online banking solutions**, people relied on paper checks and in-person bank visits. The rise of **online banking asked people to adopt entirely new behaviors** to interact with their finances and conduct transactions – auto-paying, online payments, app downloads, account creation, security keys, etc.

“While ultimately many perceive this as more convenient and the robot vacuum category continues to grow, this innovation requires more of a behavioral change for consumers (and a higher price point) and adoption therefore took longer for Roombas than for Swiffers.”

Tech innovation, including AgeTech, often involves asking consumers to significantly change their current behaviors – particularly in cases in which the innovation is designed to shift consumers from a non-tech solution to a tech-based solution.

What are the Go-to-Market Implications?

Asking users to change their current behaviors is **not an insurmountable barrier**, as evidenced by the prevalence of online banking today and the spread of robot vacuums.

However, the level of behavior shift required has **implications for how you bring your innovation to market** and how you plan for your innovation once in market, such as:



3 Go-To-Market Implications

- 1 Your **marketing strategy** will need to address how to overcome **adoption barriers**
- 2 Your **financial forecasting** will need to realistically factor in **adoption curve estimates**.
- 3 Your **advertising & sales executions** need to **drive continued usage**, not just generating initial trial.



How much behavior change are you asking for? And what does that mean for you?

1

Your **marketing strategy** will need to address how to overcome **adoption barriers**

2

Your **financial forecasting** will need to realistically factor in **adoption curve estimates**.

3

Your **advertising & sales executions** need to **drive continued usage**, not just generating initial trial.

The **more behavioral change your innovation requires, the harder your go-to-market strategy needs to work** in order to overcome those barriers.

Similarly, the more behavioral change required, likely the longer the adoption curve. You'll want to **identify the most likely early adopters and focus your initial marketing efforts on that audience**, but also make sure your financial forecasting is realistic in terms of adoption rate estimates.

Many AgeTech innovations rely on "stickiness" to support ongoing growth; that is, users must not only start using the innovation, they must continue using it. If that stickiness depends on changed user behaviors, that means more of an **investment in user support, as well as continuing to market and communicate with users** to encourage and sustain ongoing usage.

How much are you asking users to change behavior?



Primary Consumer Research can help you maximize your AgeTech innovation's potential by giving you the **Strategic Insights** and **Innovation & Marketing Guidance** you need to succeed – even when that success requires new consumer behaviors.

Morning Light Strategy research solutions can help you:

Discover **the right strategies** to **overcome barriers** to behavioral change

Refine & **optimize your product concept** based on consumer feedback

Assess & **optimize your prototype or product** based on real-world testing

Build **marketing comms** to generate awareness & trial

Optimize pricing to maximize trial potential and repeat usage potential

Forecast **your sales potential** in market under different scenarios

How “easy” is your AgeTech?

In order to ensure you are creating a relevant AgeTech innovation that will succeed in market, you'll need to **understand to what extent your target user will find your innovation *easy & convenient to adopt* and use instead of whatever they are doing today.**

Creating something “smart” or developing new “tech” may be more likely to make some product categories easier to use than others. Part of answering the “is it easy?” question involves understanding the **extent to which your AgeTech can and will be integrated into a broader digital/tech network.**

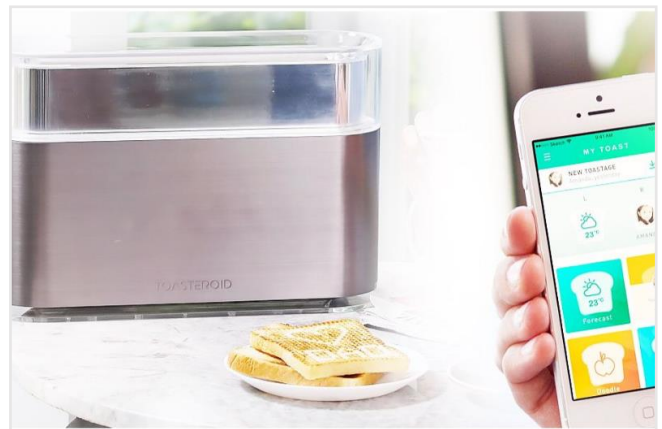
It's not about your perceptions, but rather the perceptions of the user relative to whatever they are doing today to meet that need.



Does your end user think your AgeTech innovation will make things easier for them? Or do they think it will add complexity?



For example, several air care brands have developed “smart” solutions in which users can control their air care devices from an app. Currently, people can simply push buttons as needed or use an automatic product. **Making the product “smarter” has added more complexity and less convenience.**



Similarly, using a standard toaster is pretty easy, well understood, and involves a very limited number of steps. The launch of the Toasteroid begs the question of **why would people want to add the step of downloading an app, setting it up, and then using the app** to set the toaster when currently the only steps are inserting bread and turning a dial?

Ensuring **ongoing convenience/ease of use is critical to long-term relevance and market growth.** In product development, it is key to identify elements of potential difficulty throughout the user experience that may require product adjustments and/or communication and support to help users overcome barriers.

Does your AgeTech innovation have high or low integration potential into your users' existing digital/tech toolkit?



An Example: Smart Speakers

A key driver of relevance within the Smart Home sector is integration. The **more successful innovations have tended to be those that easily integrate multiple product categories or solutions.**

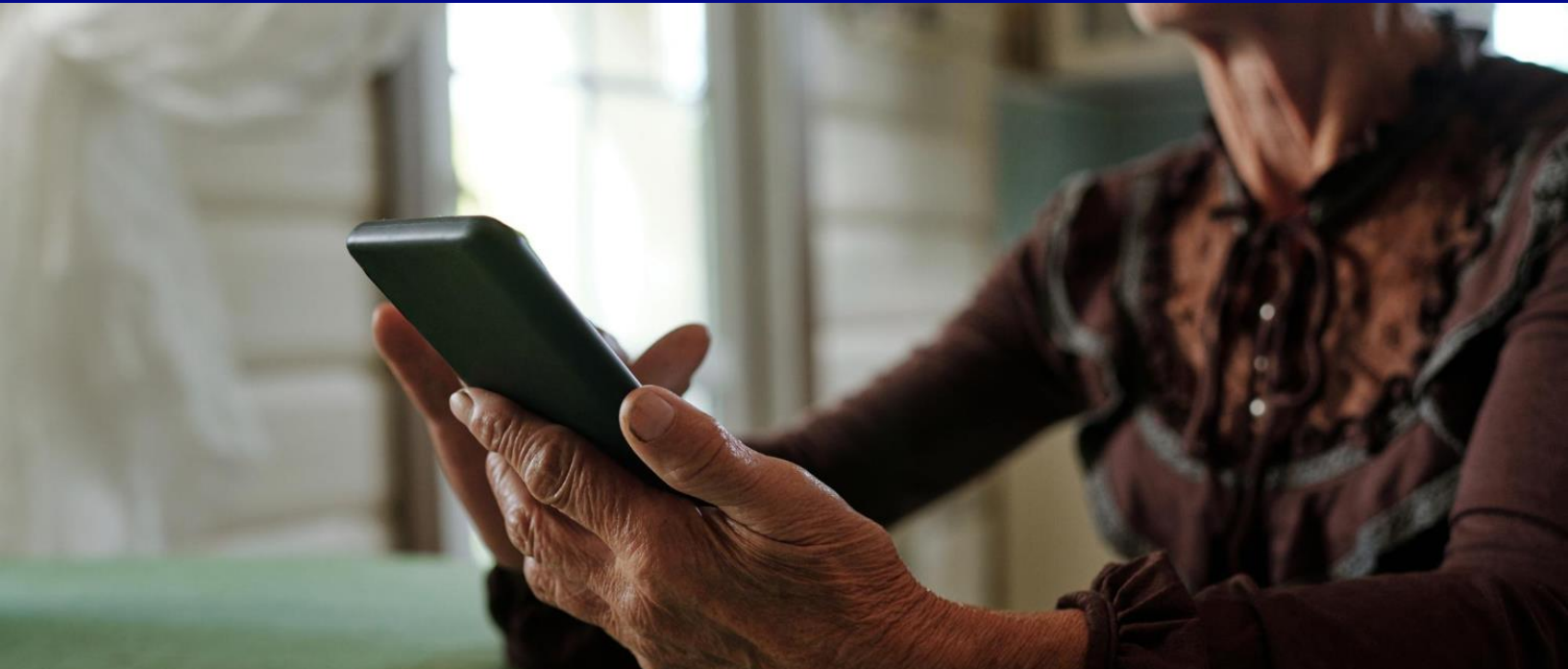
Smart Speakers are the prime example of a sub-category within Smart Home that took off largely due to their ability to **easily integrate across multiple parts of the users' digital, tech and home ecosystem**, from Spotify to smart bulbs to shopping.

“For new innovations today, ‘works with’ is critical.”

AgeTech innovations need to work within the users' current ecosystem, from both a hardware and an interface perspective. This is paramount to mass adoption; **a closed system of products has limited potential.**

As the innovator, you'll need to **identify what your innovation needs to “work with”** to create broad relevance. You'll also need to **understand where your innovation can and should fit into that ecosystem** – and what that means for your product development and go-to-market strategy.

How “easy” is your AgeTech?



Primary Consumer Research can help you maximize your AgeTech innovation's potential by giving you the **Strategic Insights** and **Innovation & Marketing Guidance** you need to succeed – in the context of the users' experience and current tech ecosystem.

Morning Light Strategy research solutions can help you:

Understand **the current user ecosystem** of digital/tech solutions

Determine **where and how your innovation fits** in that ecosystem

Identify **opportunities and barriers** and develop the right strategies

Determine **how your innovation is perceived** vs. current solutions

Observe the **user experience** across the usage cycle to improve product

Assess & **optimize all product elements** based on user testing

November 2024

4 Questions about Your AgeTech Innovation:

Key Questions to Ask Yourself Before Launch

Authors:

Nicole Munsey

President & Co-Founder
Morning Light Strategy

Dana Keilman

CEO & Co-Founder
Morning Light Strategy



We can help you make the strategic business, marketing & innovation decisions that will accelerate your growth among 50+ consumers and their caregivers.

#Thefutureisold

www.morninglightstrategy.com