



GREEN SCIENCE



Improving consumer confidence in health products through concierge services

Total Customer Discovery Interviews: 74 | Extension Meeting #2 (Mar. 27- Apr. 16) Interviews: 10 (+36 Traction)



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Hypothesis

End User Consumer

There exists a threshold of value before consumer provides information

Privacy should not be a concern

Consumers may not be familiar with our method of obtaining data

Consumers may not be comfortable with our method of obtaining data

Experiments

General conversation, assessing willingness before or after presenting service

"What concerns do you have about this technology?"

"Describe different methods"

"Describe different methods...what is your comfort level?"

Results

The value we provide may overcome consumer hesitations

Privacy was the main concern when there was no further explanation

Most are familiar with this method

Most do not think it is a big deal

Iterate

Fine tune threshold, provide prototype as example

Determine the best method to overcome this concern

Determine best method to educate the minority not familiar

Value Propositions

- Improved consumer trust in brand/retailer/market with concierge services and personalized relationships
- Improved convenience with streamlined B2C communications

- Improved trust and increased profits through a direct relationship with end-users

- Improved market trust with advocating stricter regulatory standards
- Improved consumer trust in market with simplified educational resources
- Improved consumer trust with personalized/concierge service

- Increased funding with better communications to regulatory stakeholders
- Improved trust in market with high velocity translational research
- Impetus for more high quality health research

Customer Segments

* No interviews yet

End User Consumer

Solely Producer*
Producer + Retailer

Advocacy/Provider

Academia