



Claire de la Mothe Karoubi

Work samples showcasing 5 problems
solved for clients

CLIENT PROBLEM

Slowing growth of new users on EdTech platform with 250,000+ daily active users

SOLUTION

Prioritized list of 36 UX and strategy recommendations in 3 tiers based on quantity of data backing importance of change and its likelihood to generate high impact

*"The qualitative research and UX recommendations Claire delivered over a short, but intense two weeks were critical to helping us iterate the platform which **impacts upon millions of pupils across the UK.**" - John Roberts, CTO, Oak National Academy*

METHOD

1. Research Approach

- ✓ Quantitative Research: Analysis of 400+ text responses from users and non-users on 1) favorite aspects, 2) one thing to improve/change
- ✓ Qualitative interviews: 16 interviews with user parents; 3 group interviews with user parents; 4 non-user parent interviews
- ✓ Video footage: 8 pupils using the platform + home context
- ✓ Secondary Research: 1) existing Oak National Academy UX, 2) a dozen players in similar space in the UK, 3) academic resources on education and reward systems

2. Presentation of Recommendations

- ✓ Delivered 40-page detailed report on findings + filterable excel list of UX recommendations with various parameters
- ✓ Presented recommendations to key internal stakeholders



Screenshots of interviews with parents and children over video during confinement (*blurred for confidentiality*)

CLIENT PROBLEM

Steep and steady decrease in profitability of lottery market in Japan

SOLUTION

Complete revamp of lottery strategy to align to “winning” countries’ strategies, such as that of France

“Everything was organized perfectly, despite us knowing we could be quite demanding on timelines and asking lots of questions. We got everything we needed. Nothing could have gone better. Thank you again!” - Client

METHOD

- ✓ Initial secondary analysis of lottery markets globally to identify “winning” countries

QUALITATIVE FOCUS IN FRANCE

- ✓ Led 3-person team to recruit, transcribe & translate interviews and summarize findings
- ✓ 6 in-person qualitative interviews and store visits with lottery product vendors
- ✓ 4 phone/in-person interviews with experts in lottery systems in France, from La Française des Jeux, to vendors to this provider
- ✓ Visit/coordination from 12 Japanese clients to France to meet KOLs, visit French lottery studios, and deepen understanding of findings



Visit from clients in French Lottery studios (Claire second to right)

CLIENT PROBLEM

Food player lacked knowledge of new customer segments to increase revenue

SOLUTION

Reached most attractive new target segments with granular data

METHOD

- ✓ Collaborated with Social Listening experts internally to understand what consumers were talking about online and to complete early segmentation
- ✓ Led development of personas leveraging trend data, Censydiam model to guide understanding of universal human emotions, and data from social listening experts (above)
- ✓ Extracted online profiles, rich with data including socio-demographics, media preferences, interests, hobbies, lifestyle, values, and much more.

ENHANCED TRIBE GATHERING INSPIRATION & BEHAVIOR

"J'ai vraiment besoin de ces moments en famille. C'est tout simple, on a juste envie d'être ensemble."
Amélie, blog Moments FR

I AM A FAMILY LIFE ENTERTAINER

SPONTANEOUS & INTIMATE

"J'étais content et détendu. J'ai choisi les choses à grignoter un peu à l'arrache"
Anthony, blog Moments FR

RECIPE PREFERENCES	<ul style="list-style-type: none">▶ Very easy-to-make or prepared dishes that do not need much attention▶ Regressive recipes
FAVORITE FOOD HABITS	<ul style="list-style-type: none">▶ Like to share the meal with selected guests who I consider part of my family▶ Simple dishes
FOOD CULTURE	<ul style="list-style-type: none">▶ My stakes are not high: I often rely on improvised recipes with ingredients they have in the fridge



SHOW LOVE



ENTERTAINMENT



COOL



RELAX



SPONTANEOUS



INTIMACY



EASY



LATE NIGHT EATS



Illustration of personas in work in progress. Client confidentiality protected.

CLIENT PROBLEM

Established player in rug industry suffering loss in sales to digital competitors

SOLUTION

Updated brand guidelines and created new digital strategy to compete effectively

METHOD

Led team of 2: Collaborated with expert in luxury goods on:

1. Holistic research approach

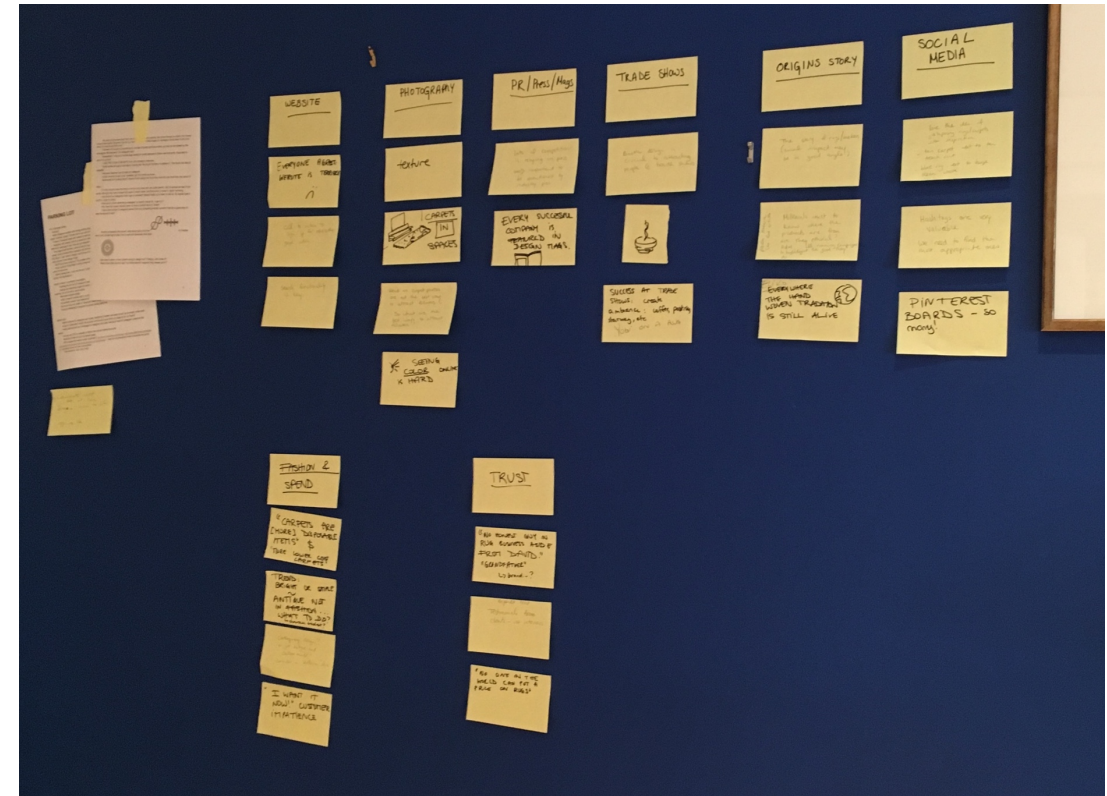
- ✓ Existing Knowledge Mining: In-person internal stakeholder interviews with owners and director of departments
- ✓ External qualitative interviews with 6 customers, non-customers, rug industry experts and home décor experts, to get a 360 view on the issues
- ✓ Secondary research on millennial purchasing trends
- ✓ Competitive landscape analysis of 15 companies & their digital strategies

2. Ideation

- ✓ Thought-sharing exercise regrouping insights (right)
- ✓ Generation of 7 key insights
- ✓ Prioritization on how to address key insights

3. Strategic Planning

- ✓ Defined year one budget and detailed strategy to achieve client's financial goals.



In midst of ideation post-research

CLIENT PROBLEM

Low usage of Fresh Life Toilets in urban settlements in Nairobi (Sanergy)

SOLUTION

Tripled toilet usage with new brand guidelines and campaign in following year

METHOD

Led team of 6 including field workers and graphic designer:

1. Qualitative & secondary research

- ✓ Ethnographic research to understand key target segment
- ✓ Qualitative interviews with toilet owners, users and non-users
- ✓ Review of literature on behavior change in sanitation

2. Iterative Ideation & Testing

- ✓ Thought-sharing exercise regrouping insights
- ✓ Prioritization of key customer segment to address
- ✓ Test beta marketing materials and imagery in group interviews.
- ✓ Pivoted campaign based on results

3. Strategic Planning

- ✓ New brand guidelines defined
- ✓ Campaign strategy, timeline and budget presented to top management

Personal result: Full-time offer at Sanergy as Head of Marketing for Agricultural Products ensued.

Our Value to Francis

Our customer has a difficult, yet simple, life. Day to day, he focuses on simply getting by. Cost is his primary consideration when making decisions, whereas brand is his last consideration. He sticks to a routine that he knows will work for him. He wants to reduce risk and so he trusts familiar products and services over new and unknown ones. That's why he chooses **the least risky, the cheapest and the most convenient option** at every turn.

What do I do with this information?

Use this to build messaging and communications. As long as messaging stems from here, it will sound and feel right. This is who our customer is, what he wants and why it

Therefore, the Fresh Life team focuses on his day.

I'll ask for Omo, but am fine if you give me Ariel.

I know there are better items, but I will settle for what is good.

I'm busy, distracted, pragmatic.

I don't think about the brand.

I just buy what is there, but it depends how much it costs.

I want more stability, more money.

Francis

20 - 25 years old
Affordability Persona

What do I do with this information?

When creating new materials and strategizing new implementation ideas, it's helpful to look back to this to ensure you are creating something that will resonate with this person.

Extracts of "Fresh Life" new brand guidelines

Thank you for reviewing

Get in touch clairedlmk@gmail.com

or see more at clairedlmk.com