



friendz.
enterprise

Community Driven Innovation

who we are

In 2015, as a **start-up** in Italy, we brought a breath of fresh air in the industry thanks to our mobile app Friendz, that allows **real people** to be **creators** of communication and marketing campaigns for Brands.

Today we are a mature Company, with **broader horizons** than media and advertising. We have developed many proprietary assets through **technology** and **know-how**.

35 people and offices in Milan, Rome and Chiasso (CH).





friendz.

digital for hu- mans

vision

We believe that people should have an active role in the evolution of brands. Through technology, we empower people by giving them the chance to be part of a digital revolution, making them happy individuals and, most of all, valuable communities.

mission

We design digital communities that make individuals relevant.

how we help corporates

We activate people within our **proprietary communities** and we engage them to **perform relevant actions for Brands** through our **platforms**.



community building

White label communities and branded areas within our apps, specifically developed from scratch.



community driven innovation

Innovation processes involving the users of our communities, through **surveys, user tests, interviews, design sprints** and other processes of insight generation.



community activation

Users of our own communities are **activated and rewarded by brands** to create content, share on social media and perform other relevant actions in tailor-made projects.

some of our partners



A man in a grey t-shirt is looking at a wall covered in colorful sticky notes. In the background, other people are seated at a round table in a meeting room.

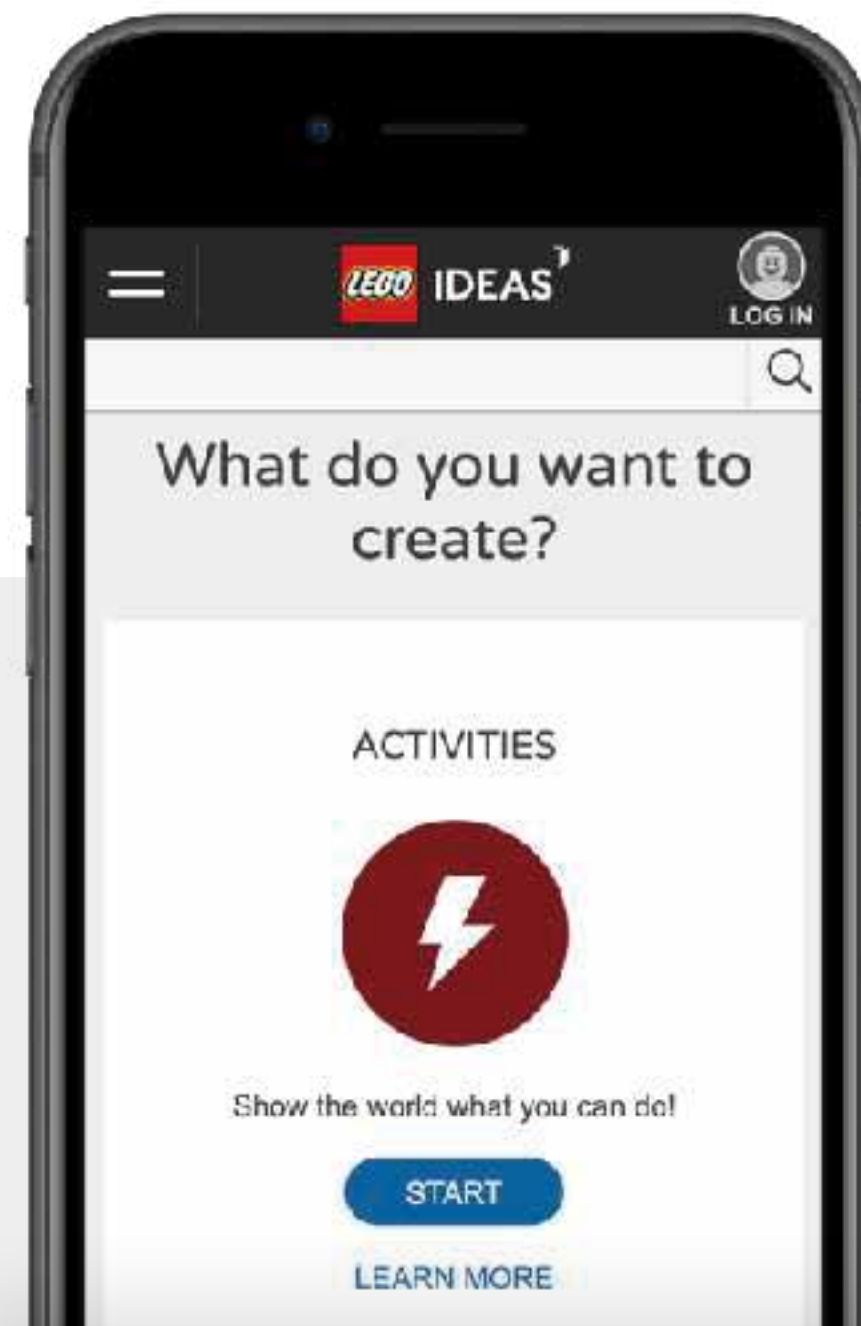
community-driven innovation

from insights to new ideas and brand opportunity

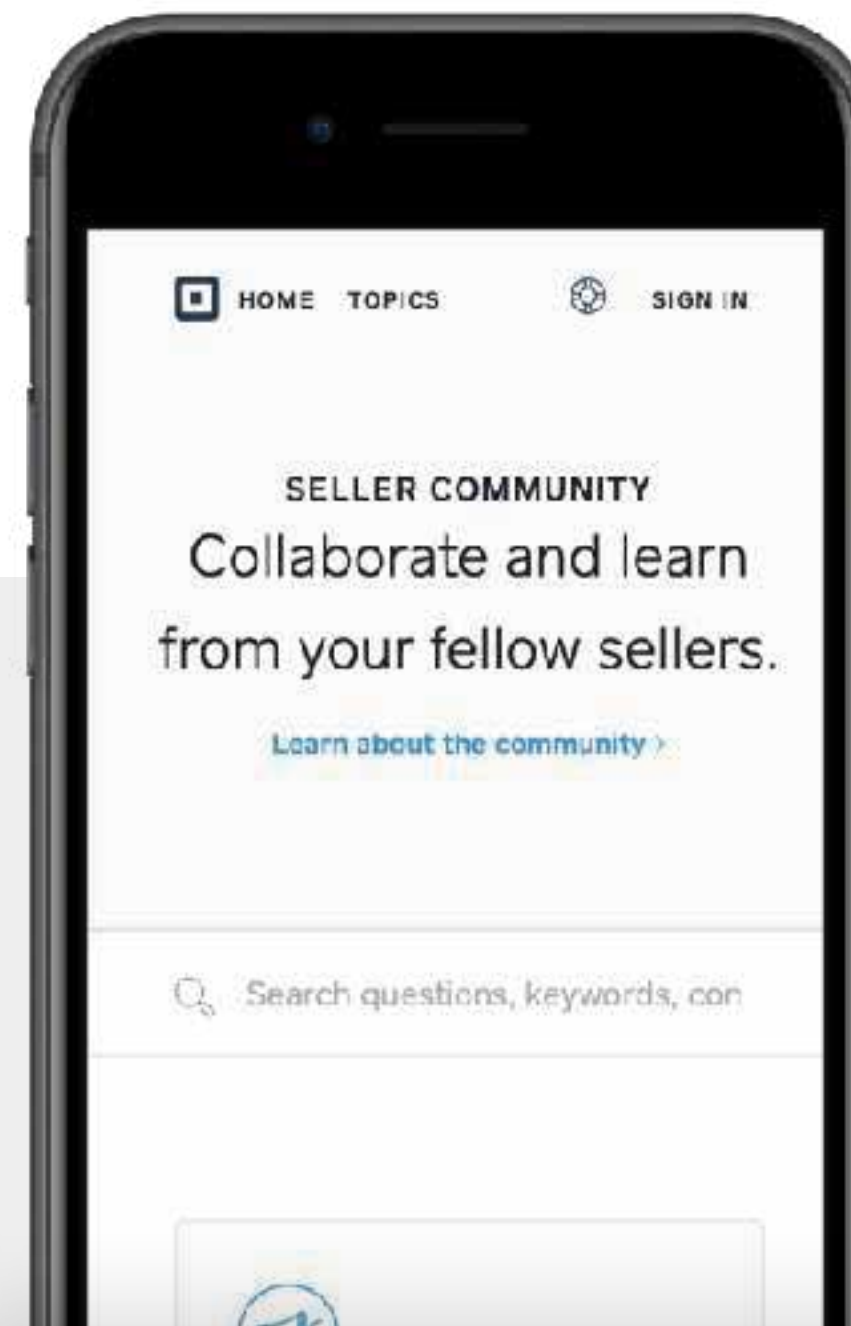
why community-driven data collection

Today some of the most innovative companies develop products and services, figuring out the future of their business through rapid community feedback.

Product development



Service ideation



Research and prototyping

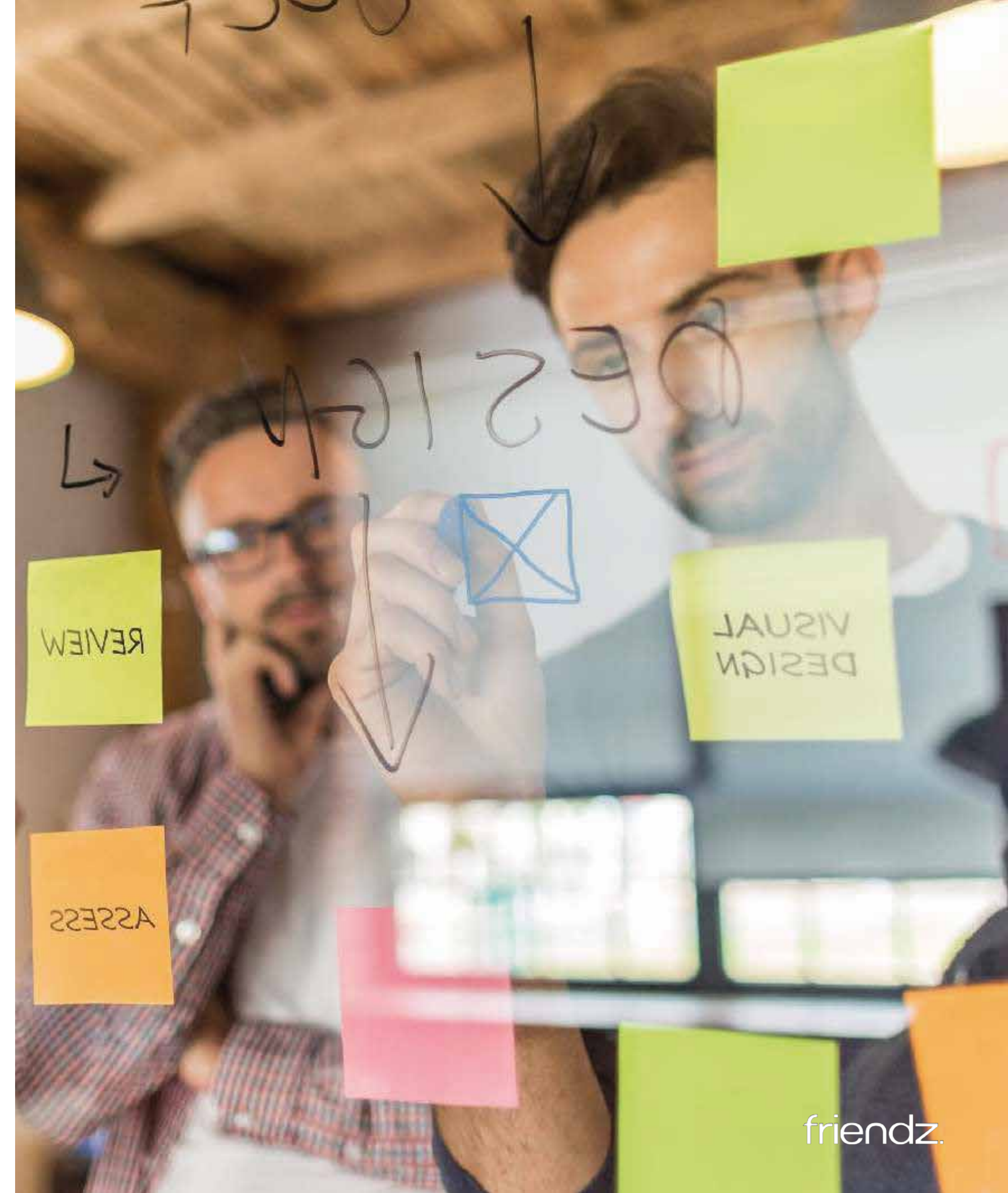


friendz.

refresh our method

We created a structured and data-driven process that aims to help companies to innovate their products and business models. We start from **insights collected from real people** and use the Design Thinking principles throughout the process, up until the definition of new concepts for products or services. As a result, **we minimize risk and maximize velocity of execution.**

We work our way throughout the value chain: from **need discovery** the **UX validation** of both **digital and physical services or touch-points**, up until the definition of the **perfect product-market fit.**



our innovation path

We combine the **user research on our community** in an Agile process that, in a few weeks, extracts **unexpected insights** from people's behaviors, **transforms them** in concepts to **validate** with potential users or customers.



re.search

understand small data through your customers



We mix **qualitative and quantitative methods of research** to collect stories, pictures in the everyday life of users within our community.

From those submissions we extract **insights and small data that help us in designing the relevant user personas and define the customer journey.**

The main focus of the research output is to highlight the most important obstacles that a customer might find using a product or service, or in a specific area of his everyday life, and the possible opportunities to be exploited.

Where big data is all about seeking correlations - and thus to make incremental changes - small data is all about causations - seeking to understand the reasons why in order to nurture disruptive innovation.

Martin Lindstrom, LEGO Consultant

research tool sample

Diary study

Users are asked to keep a photographic and textual diary through which we qualitatively explore specific aspects of their interests and experiences, minimizing biases.

Contextual Inquiries

Qualitative deep dive on habits, need, and users' interactions with a brand/product in their everyday context (i.e. at home).

Quant Dimensioning

Quantitative research aiming to measure the relevance of all insights collected through the qualitative activities on the general target audience.

Big Data & Semantic Clustering

Analysis, through the application of machine learning algorithms, of the qualitative/quantitative information gathered through all research activities.

1:1 Interviews

Live or remote interviews lasting about one hour, aimed at deepening our understanding of specific and relevant variables with a selection of target users.

Desk Research

Research and analysis of success cases and benchmarks on a national and international level, as relevant inspiration sources with reference to the most significant insights emerged from the user research.

use case

porsche buyer personas

Porsche worked to identify the psychographic profiles more prone to the purchase of a sports car. The five, singled out profiles were:



The top gun



The elitist



The proud patrons



The bon vivants



The fantasist

Through this research Porsche understood how its advertising and communication, that had been centered for year on long roads and maximum speed, was not equally effective for all kinds of vehicles. As a consequence, Porsche found a new approach to its communication, and launched a new campaign: **The Everyday Porsche.**

+ 35% sale increase of the 911 model in two months since the launch of Everyday Porsche



Follow

Engineered for Magic. Everyday.
The Porsche 911. Adrenaline on Four Wheels.
Or Two.
Contact Your Local Authorized Porsche Dealer



2:37 PM - 4 May 2018



A new payoff

We worked with Pampers towards the definition of the new positioning of the Pampers products, that had forever centered on kids with the iconic payoff “nasce, cresce, corre”.



Our personas told us about a new way to conceive **family: as a nucleus that evolves**, not hats, with the birth of a baby. We built a portal for parents and future parents to discover the most relevant need they felt, based on their research history.



We then worked together with the Pampers’ creative team to define a **new payoff and subsequent communication, more focused on the expressed needs** and less on the product features.



Today **the new advertising** is on air and **the new digital touchpoint** have been build to address the customer journey of the family in its entirety.

re.think

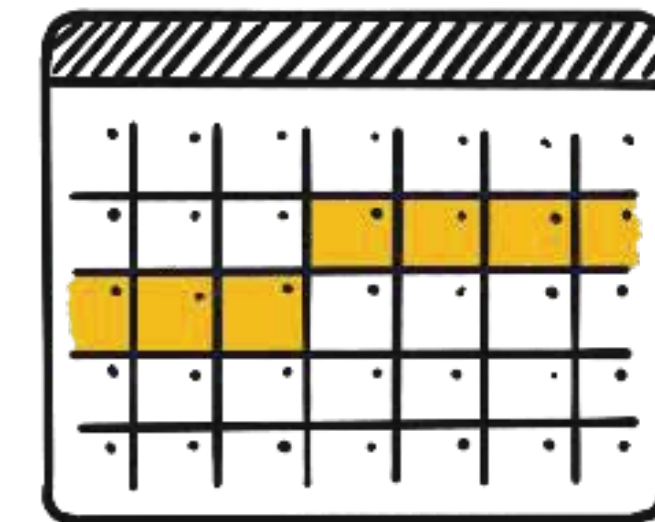
build a prototype and figure out the best ideas



Once **the key insights** have been **identified** we work with a **mixed team of designers, creatives, marketers e business experts** to define the main concepts to test.



We work using the **Google Venture Design Sprint** format, to concretely design **VPs, Business Models, Channels, Communications or UXs of new products or services.**



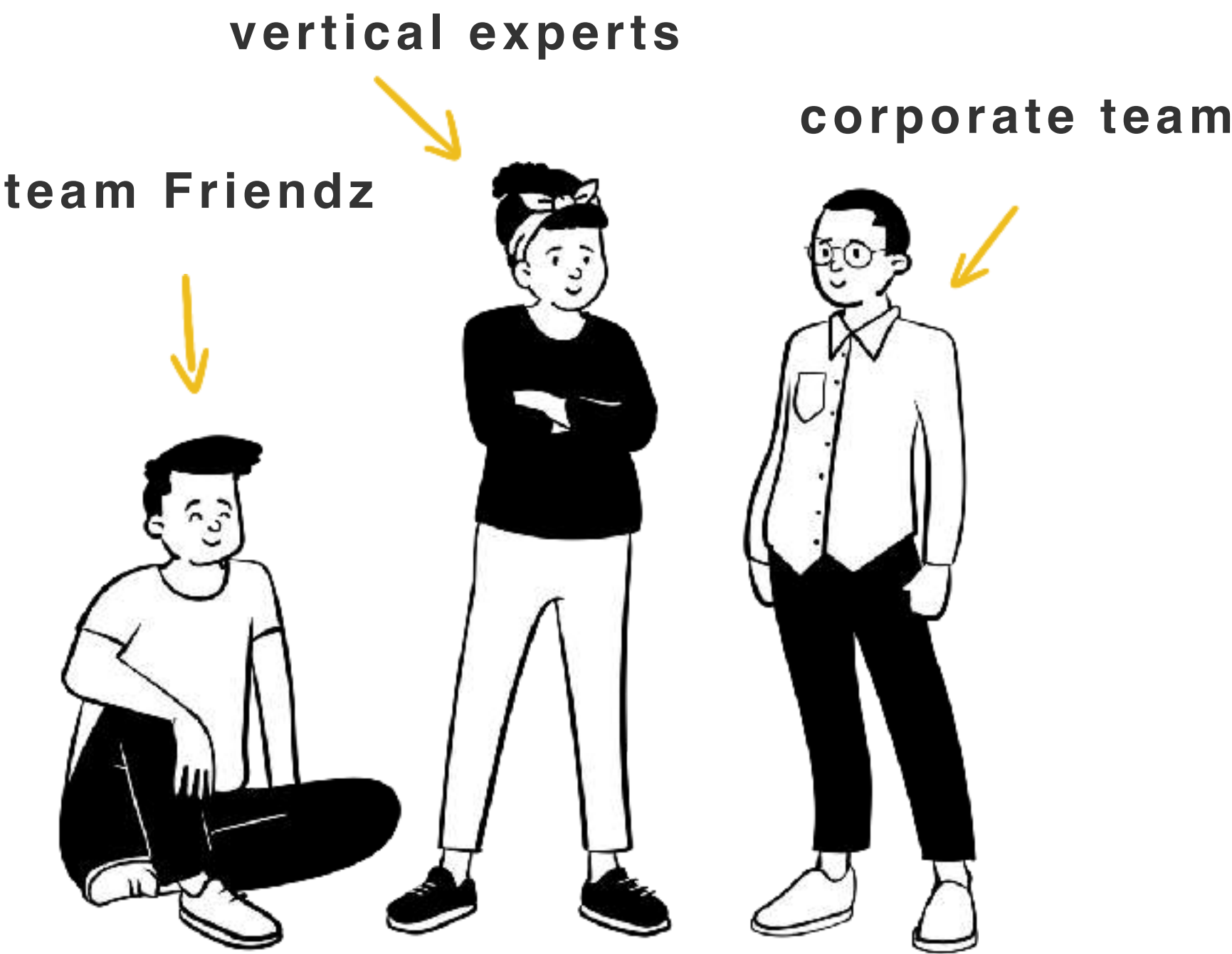
The key element is velocity; it takes us a week to define a prototype of a service or digital product that can be effectively tested on the market.

“Velocity is the new currency of business”

Marc Benioff, CEO Salesforce

google venture design sprint

We use the Google Venture Design Sprint format to lay out, **as rapidly as humanly possible**, a prototype to test. This applied to a new business model, a new sales channel, a new brand or a new communication campaign. The team taking part in this step of the process is a mix of the business, Friendz and vertical experts that get involved based on the project and the needs of the client.



Ideation

Friendz + corporate + vertical experts

Lightning Talks short speeches from experts and professionals to set up possible opportunities

Case exploration overview of business cases and best-practices to collect inspiration and support to the idea generation phase

Idea generation brainstorming activity aimed at creating a substantial number of viable ideas

Idea prioritization selection of the most promising ideas based on the market impact and feasibility variables

Sketch & storyboard design of sketches and visual representations of the selected solution as a preliminary step for the prototyping phase

Prototyping

Friendz + vertical experts

Wireframing building of the digital screen flows based on the sketches and storyboard

Frontend UI basic graphic elaboration of the testing environment

Test setup preparation of test and recruitment of participants

Interviews test with 5 potential service/product users to validate the concept's assumptions

re.act

prompt validation and people engagement



The React phase is the last step of the process, that entails testing and validation on the final customers. Through a series of experiments and tests, we can measure the product-market fit of a concept, be it the result of our ideation sprint or coming directly from the business.

Tests can be useful to discover if the customer's need really exists, if the proposed value proposition solves said need, if the feature set that has been defined matched the customers' expectations, and all the way to understanding if the product's UX (be it physical or digital) may or may not be a bumper to the acquisition of customers.

"Okay, in three months, I'll need to know all this stuff, and then in six months there's going to be a whole other set of things to know — again in a year, in five years.' The tools will change, the knowledge will change, the worries will change."

Drew Houston CEO Dropbox

IREN Energy go national strategy

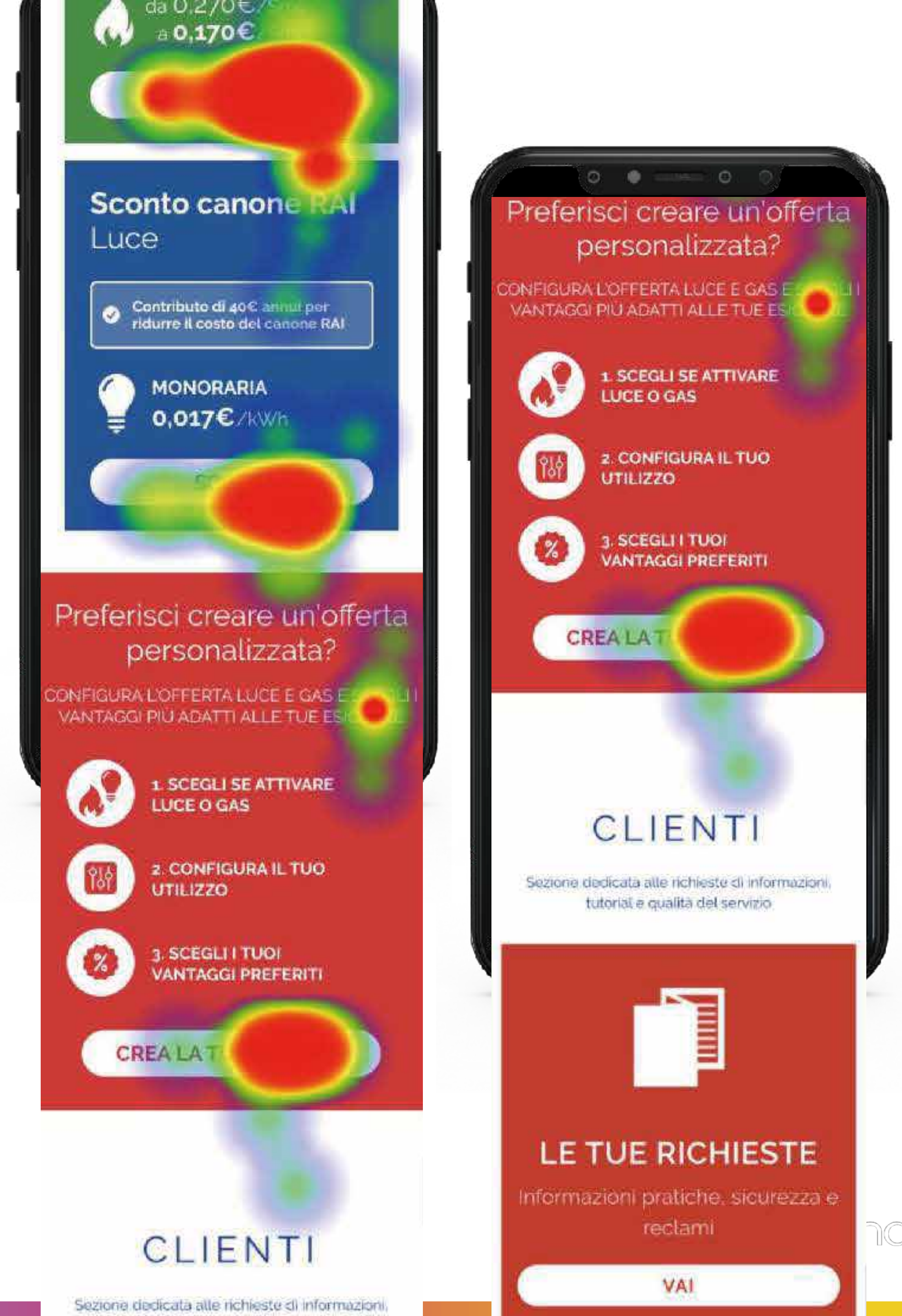
What

Build up of a fake configurator to involve end clients in the definition of the new commercial proposition of a top-notch Energy company.

Output

Based on this test's output, the new national commercial strategy was decided.

Also, through the configurator the bundle offer was designed, including a type of reward for the client that was brought up by the community users: a 40€ discount on the national television fee, directly in the bill.

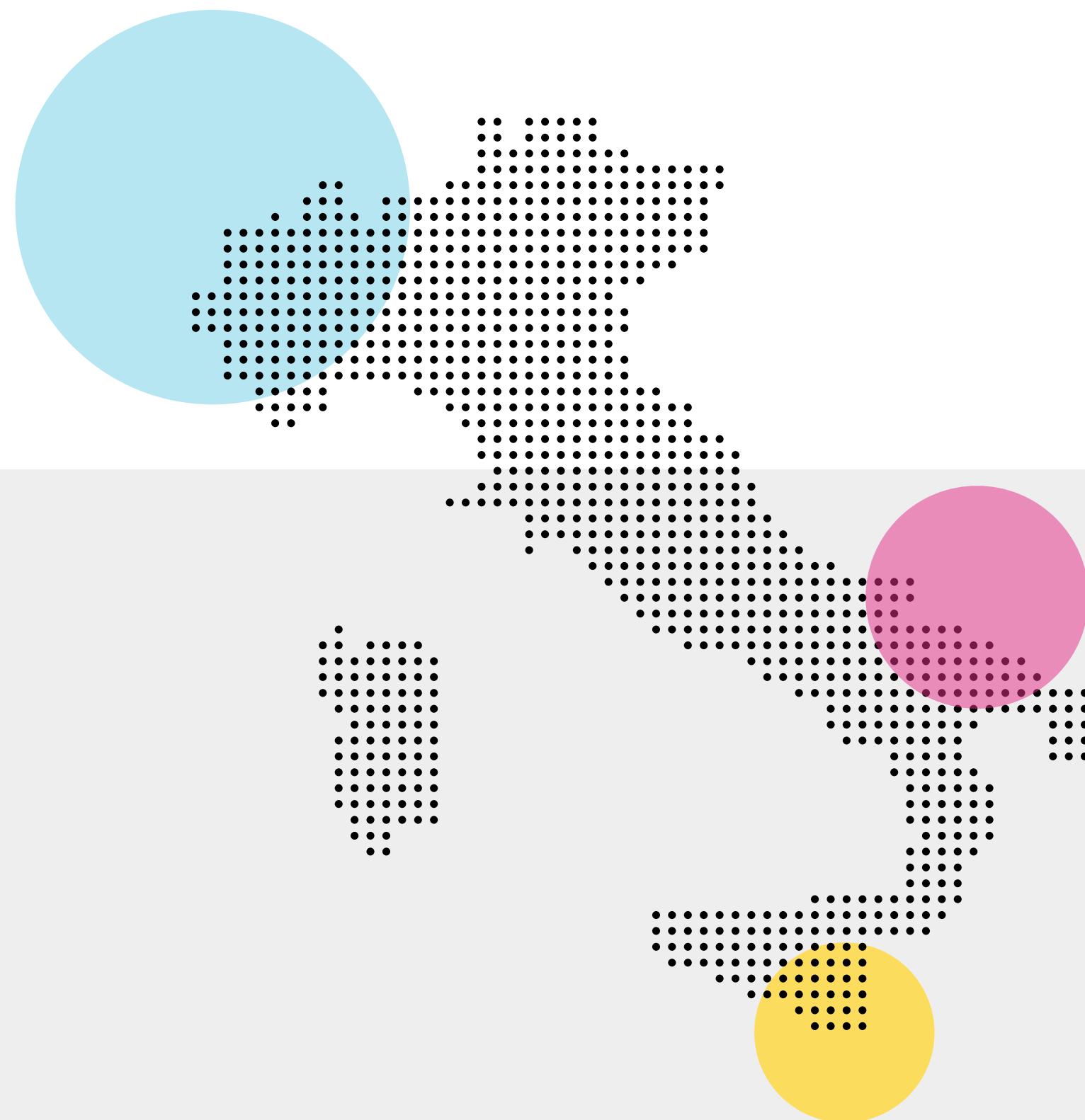




Friendz Community vs. Branded Community

Friendz Community vs. Branded Community

To carry out the different research and co-creation activities, we can access **the Friendz Community through our own app** addressing the specific group of users in target, or we can build a **branded vertical touchpoint** which effectively becomes the Business' own capability.

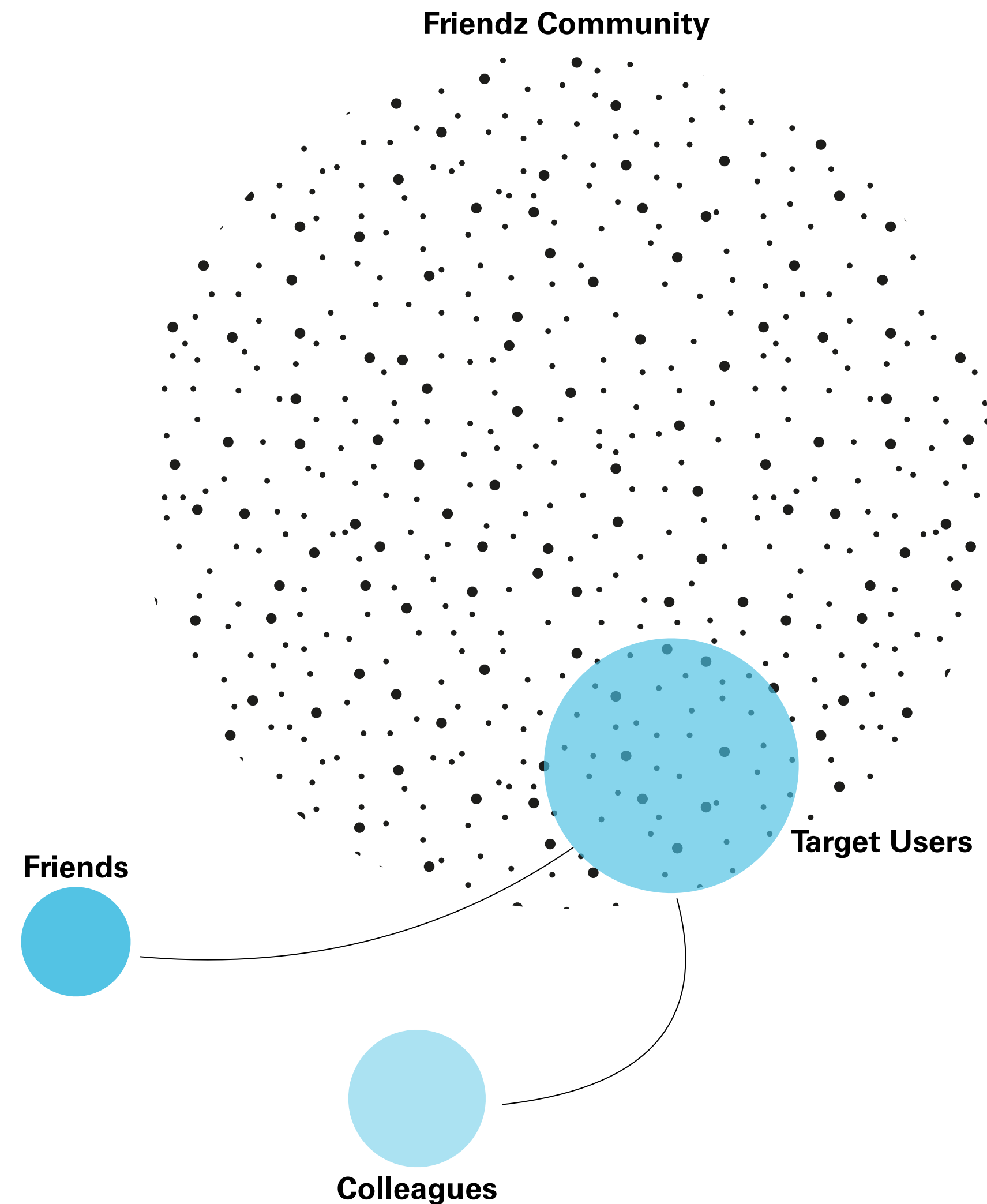


friendz community

direct and indirect

We have +270k people in our community of users, always willing and available to respond to surveys, take part in interviews, send over photos and videos of their own everyday life, and test products and services.

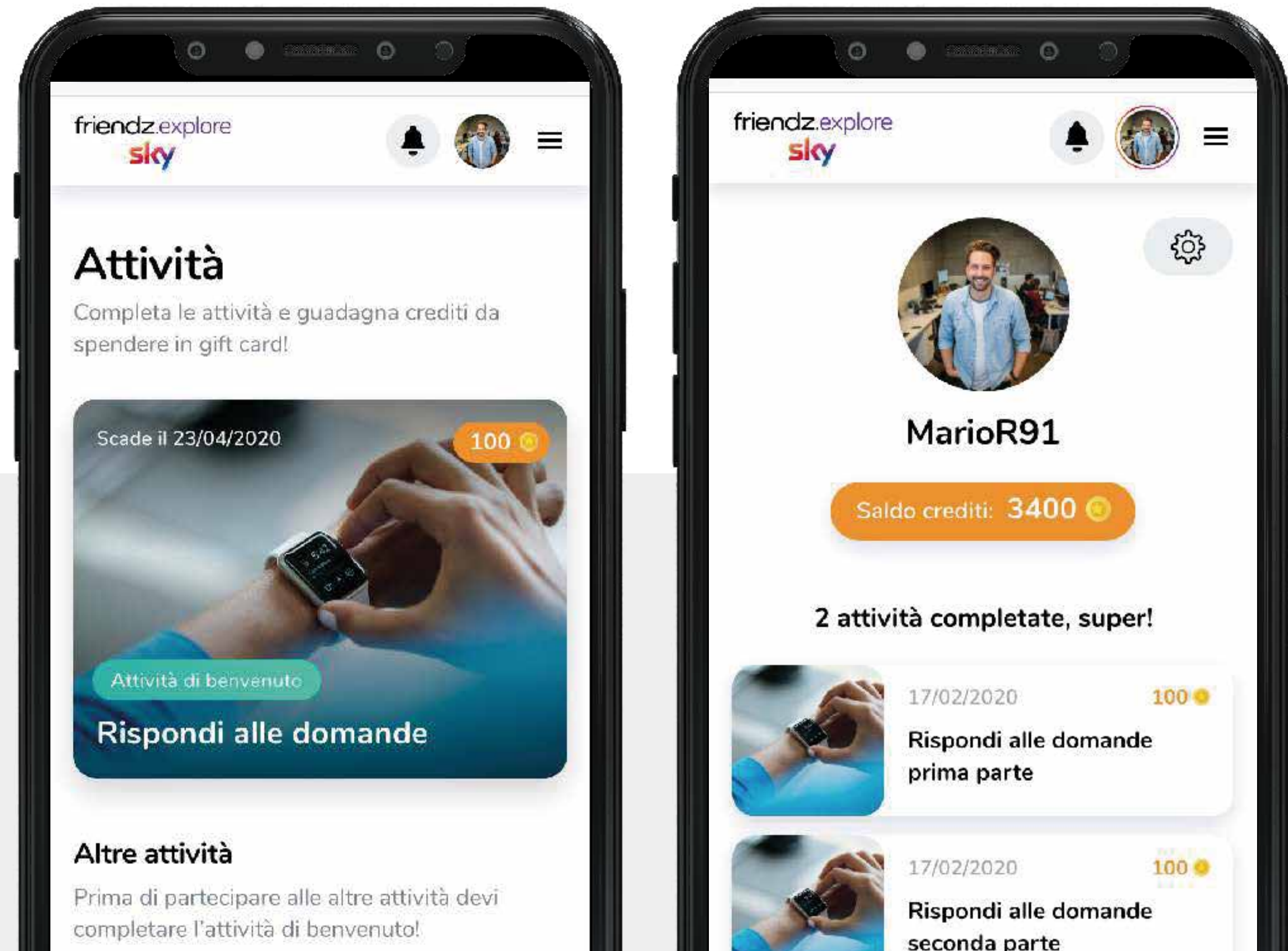
When the target is particularly specific and not entirely represented within our audience, our users can **act as a proxy** towards third connections outside of the community. This allows us to be as representative a cluster as possible.



friendz.explore

where we collect information

We can boost all research activities through our own dedicated platform, that we developed as a tool to go as deep as possible in the data-driven understanding of the end customer, through various paths of **insight collection, testing, surveys and validation**.





friendz.explore

community insight platform

the technological platform

friendz.explore

**A full suite of solutions to grow your community engagement
and to manage data insights for your business**

stand-alone platform

one backend

built to reach your objective

We merged our technological assets and the experience gained managing our proprietary Communities, in one single technological platform.

**Now, through a single backend we can set up Community applications for Businesses,
built to achieve relevant KPIs in communication, marketing, innovation, product development.**

Any Community built through this tools stems by default from our own engagement and rewarding schemes: connection to social networks, integration with other digital platforms, gamification dynamics and control dashboard.

how it works



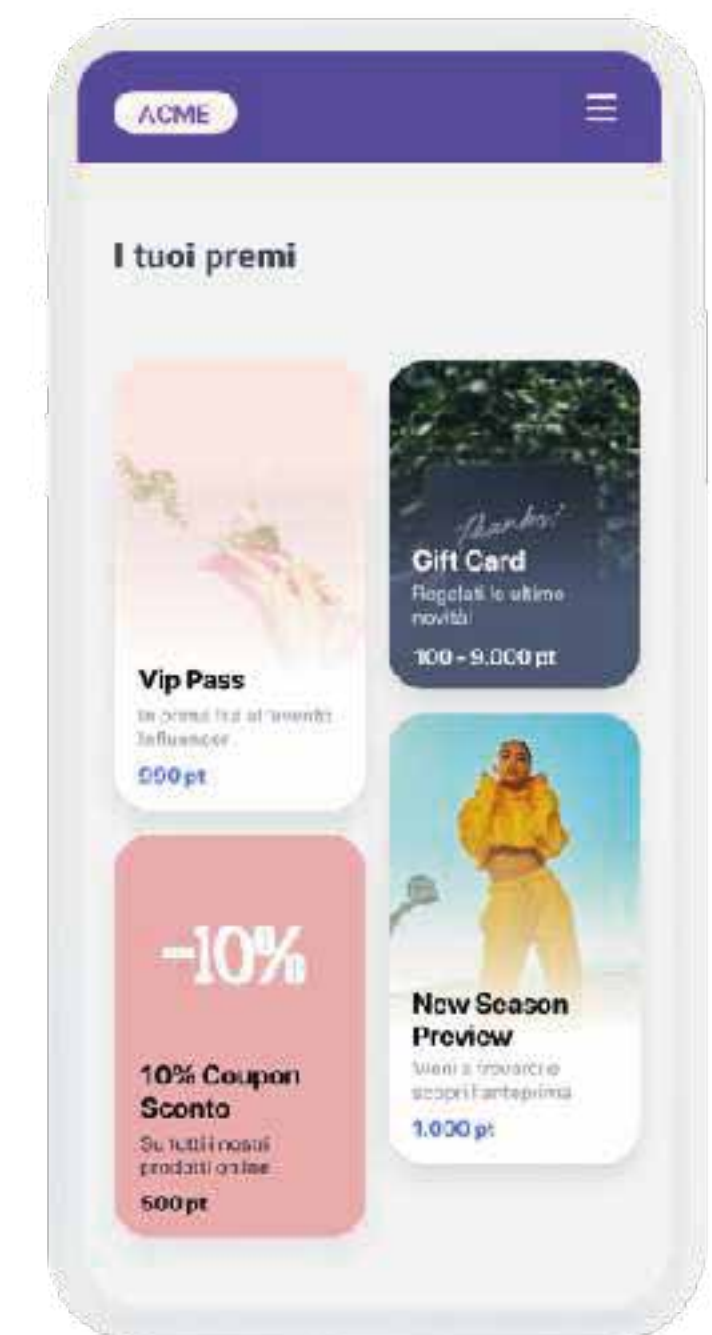
We launch a web-app for the users to come together and perform the necessary actions for your objectives.



The platform allows you to **profile, measure and activate** your Community real-time, through the catalogue of available actions.

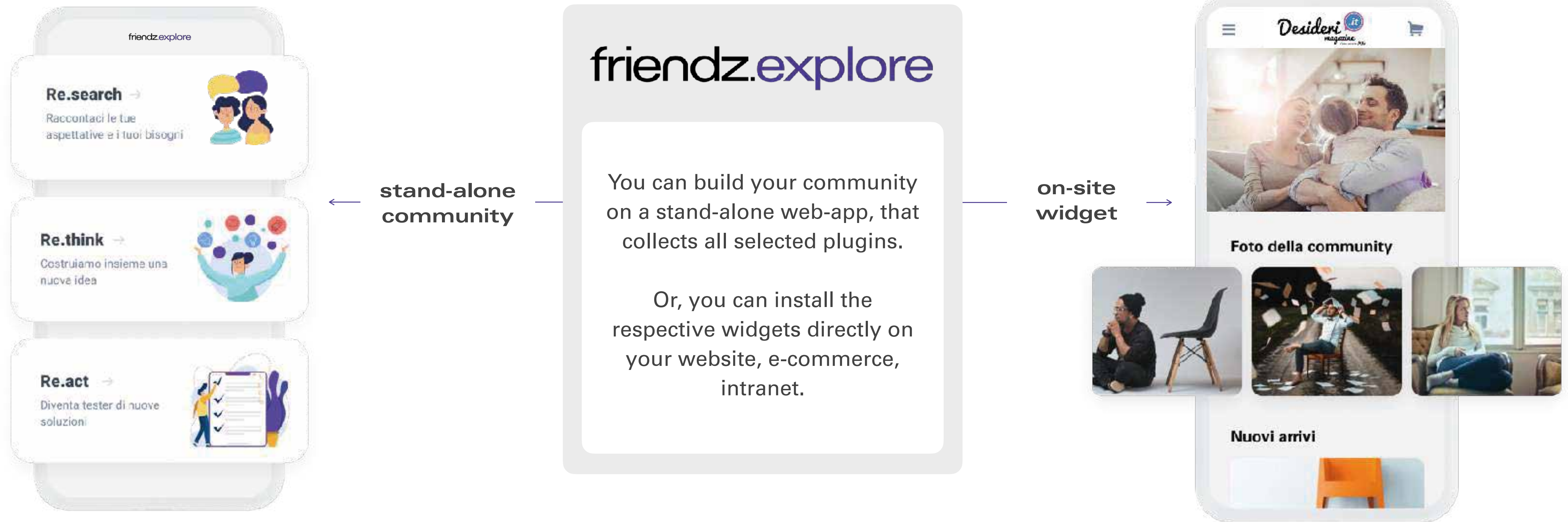


The users receive a call to action to take part in your chosen activities: create content, social share, participate in surveys, etc.



Our **gamification** system rewards completed actions, and you will be able to chose what kind of reward to assign to your users.

your branded community stand alone or within your properties



YourInsightCommunity.friendz.io

YourSite.com/InsightCommunity

choose the feature that your community needs





Which are the next innovation challenges?



thanks.

refresh@friendz-app.com