

# Consumer Experience Structured Networking

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**Let consumers  
express themselves  
and listen to them**

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# Let consumers express themselves and listen to them

## E-SENIORS



Our association represents the end-user, the customer, the citizen...

We want to create ideas or products in a bottom-up approach involving the representatives of the target consumer in all project development phases:

- During the ideation phase : find the real needs

the synergy / stimulation of a well-managed focus group puts the consumers in a position to express valuable ideas out of their life experience : the more original the support/ animation ( games, role play, theatre,..), the more interesting will be the emerging ideas

- All along the project implementation : test the created product/solution with users + have a kind of external users advisory board

- During and after the project take care of choosing the right communication channel for dissemination

# Let consumers express themselves and listen to them

## E-SENIORS



Our structure has an idea about a communication project ( a game!!) for senior citizens :

- We would co-create with them a coaching program helping them to choose nutrition that is adapted for their changing physical needs but also that is sustainable. It would lead them to change habits!

Other "game" project ideas (in communication) are about

- avoiding food waste and food packaging waste
- learning about carbon footprint of producing food and of food packaging and would involve end users as well in the making off as being a target population