



# Altec Lansing

## Research: Discovery

How important is music to you?

To reveal new product opportunities for immediate and long-term iPod docking, mobile and PC audio products, Essential led a global research effort to extend Altec's knowledge of ideal listening contexts by exploring the role of music in people's lives.

Findings and implications of the consumer research enabled Altec to characterize opportunities that more closely matched audio experiences to people's situations, goals and needs. Our discovery research and its resulting structure was designed to inform the subsequent strategic planning process. Contextual frameworks revealed product opportunity spaces and guided the creation of immediate and longer-term product roadmaps.

