



Altec Lansing

Strategy: Vision

Essential conducted discovery research designed to inform the strategic planning process. We worked with Altec Lansing to apply our structured insights to the envisioning and creation of a use-driven product strategy. That strategy outlined the role and function of products, the features and context of product use, and the character of the product form language.

Making the Altec Lansing business strategy visual and tangible resulted in clearly communicated use scenarios, visualized product roadmaps and focused product descriptions. By framing information in these ways we expedited buy-in from Altec Lansing management, marketing, engineering and internal design teams.

Product Position: Foundation

Research identified consumer insights pertaining the role of music, identifying **music personality attributes** that informed the company's product position. We used this behavioral segmentation to categorize the opportunities that exist in the ways that people want to listen to music.



These attributes should inform the development of the role and function of the product, the feature set, and the context of product use. They are not mutually exclusive and any product offering should have features that draw from these attributes.

