

Saris

Research: Definition

As a power-training technology provider, Saris Cycling Group chose Essential to redesign its core offer as a new competitor brought GPS functionality into the category.

Diving deep into the elite cyclist's thinking processes, Essential brainstormed with Saris to develop enhanced power-training features and interactions. Essential then designed an end-user research kit for Saris to use as an information-gathering tool.

Using affinity mapping and other research techniques, we identified new high-value features and information display modalities that reinforced the credibility of Saris' authoritative position in an increasingly competitive consumer-electronics market.

