

Profila UAT

Findings from Consumer Research pre and post App trials

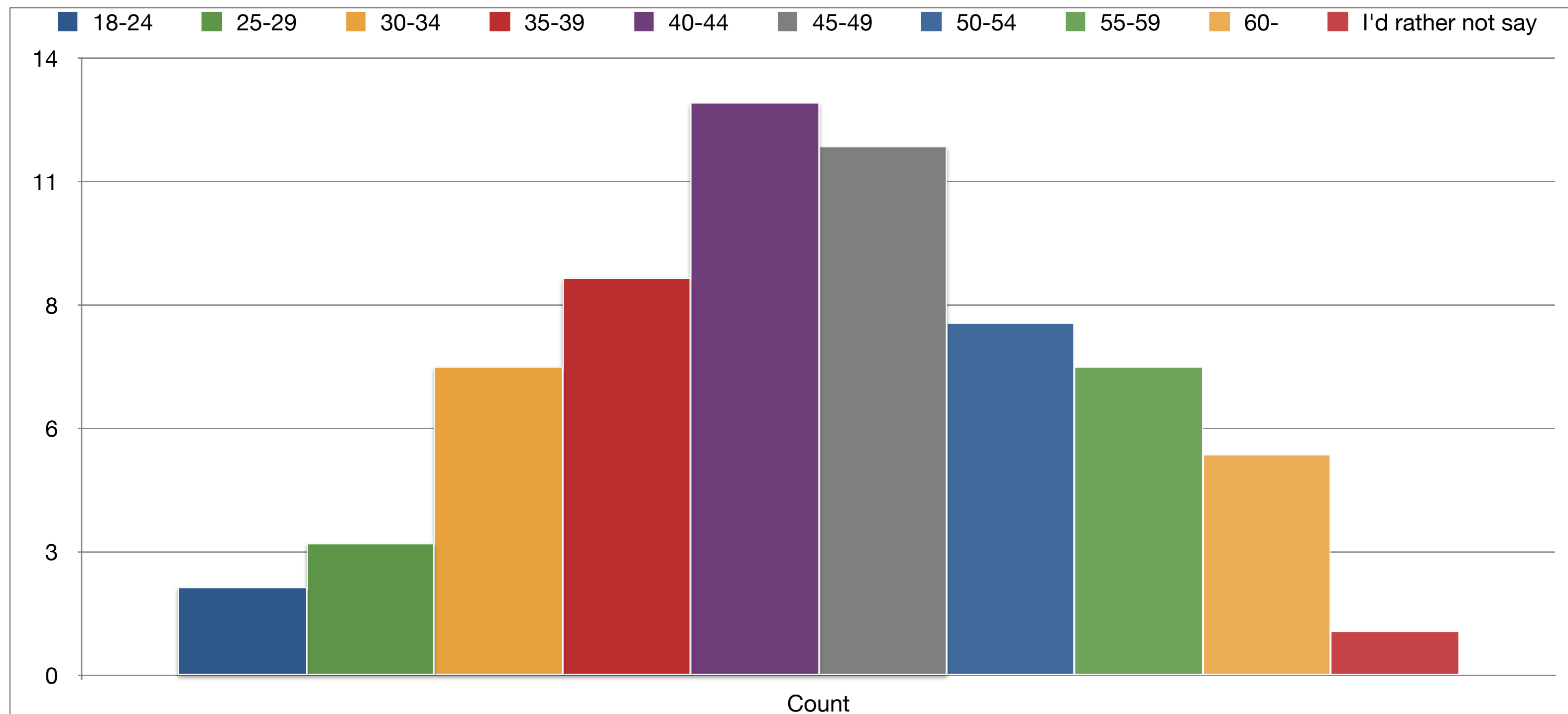
Pre-UAT Findings

Objective: To understand reactions to concept and usage expectations from product platform

Respondent Profile

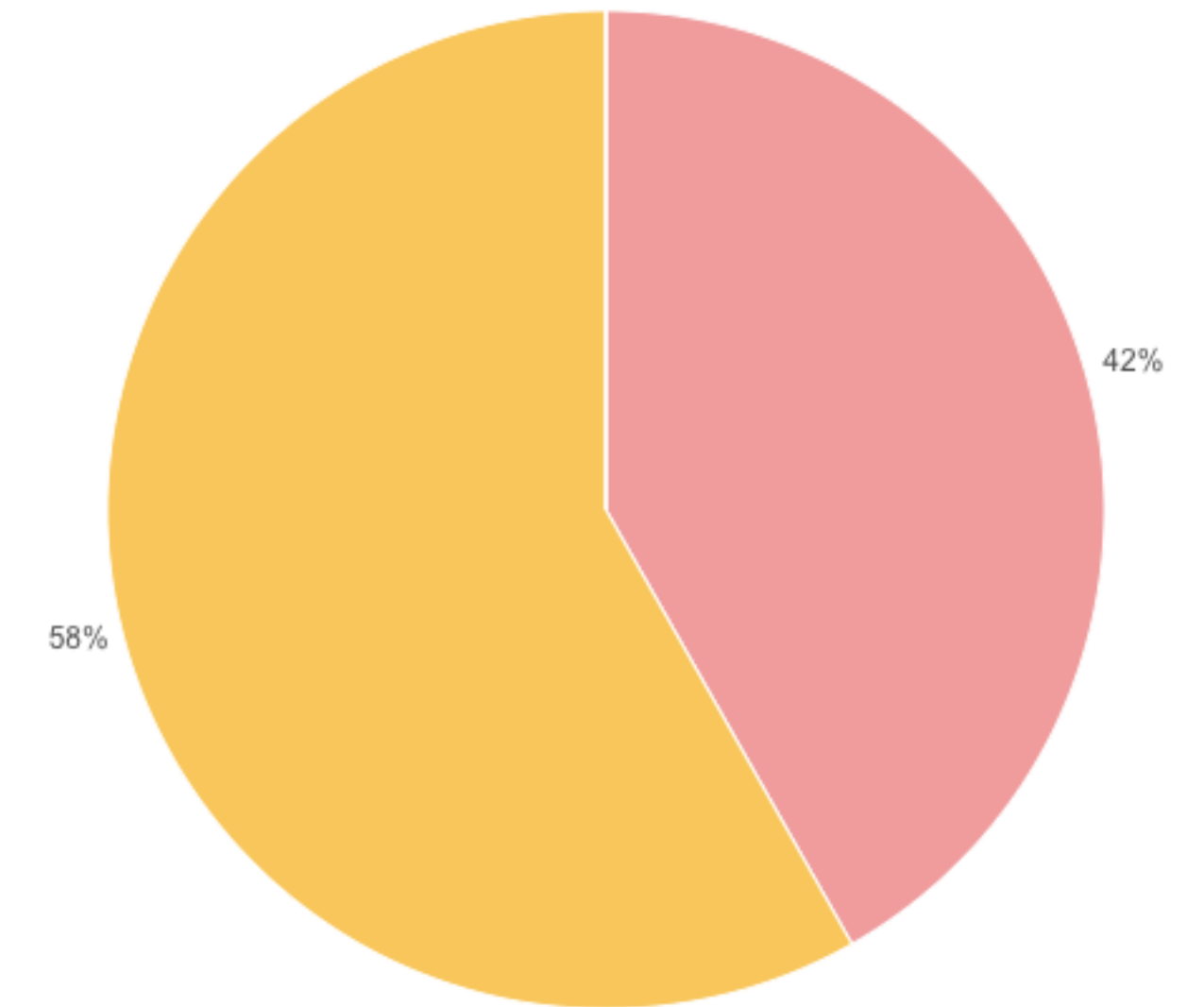
Demographics

Age



Total: 59 respondents

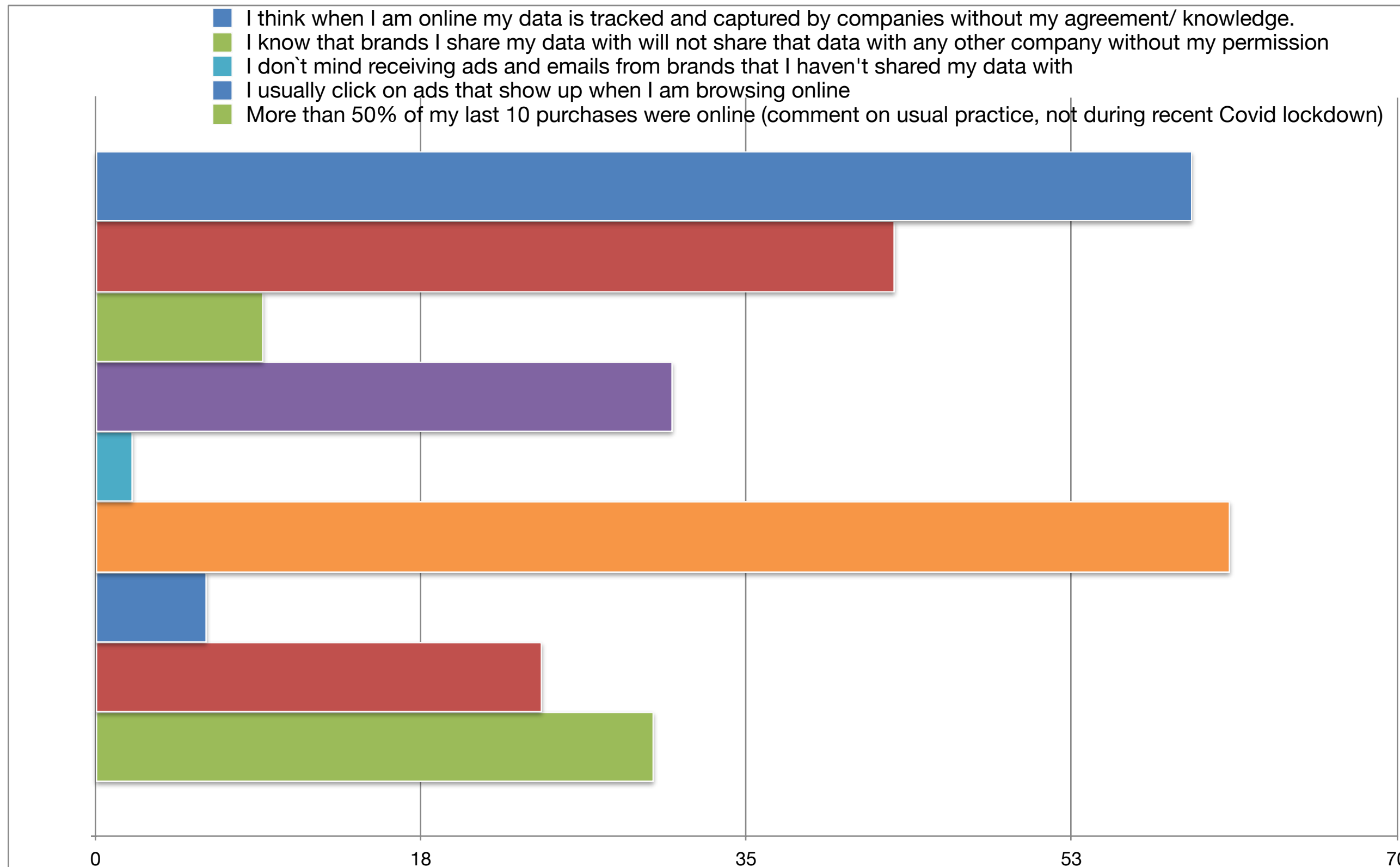
Gender



58% : 42%
Female: Male

Current Context: What applies to my current online behaviour most?

The awareness of surveillance-tracking leads to consumers becoming choosy about which brands they let in



- I often share my personal data (name, contact details, age, etc) with companies/ brands I use
- I feel that brands can serve my needs better when they know my personal details better
- I often opt-out of emails and block ads from brands I am not interested in
- I follow the brands I shop regularly with on social media or through their brand apps

1. Nearly universal awareness of their data being tracked by companies without their consent or knowledge
2. All admit to having chosen to opt-out or block ads from brands they are not interested in
3. Willingness to share personal data with brands of choice

Spontaneous Reactions to the Profila Concept

Personalisation is the most recalled theme of the proposition, followed by data privacy

SELECTIVITY: 17 no.s

'Choose which brands you want to engage with and receive ads from'

'Select which companies can you send your marketing material. Helps you control your digital footprint.'

'Only get useful ads. Ads that you are interested in, from companies that you want to receive ads from'

PRIVACY/ SECURE DATA SHARING: 23 no.s

'An app that gives you full control over the data you choose to share with companies/ brands'

'Better control the use of their data'

'Assists you with keeping your personal information safe and applies it to a profile that you control and manage with the help of Profila'



PERSONALISATION: 51 no.s

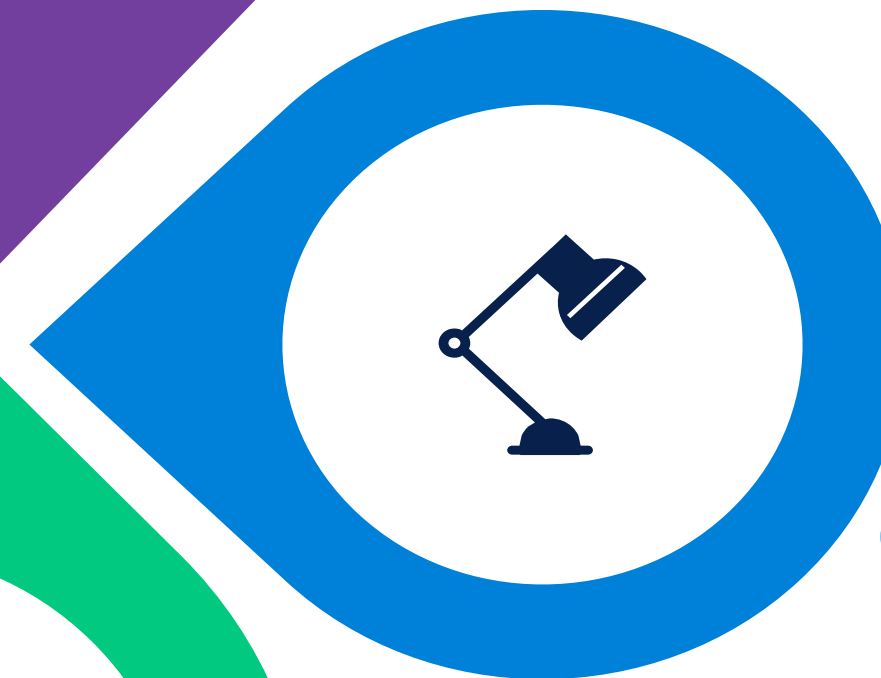
'All my favourite brands in one place'

'Engage privately & directly with my favourite brands'

'Personal & private connection with my favourite brands'

'Receive personalised offers from brands you follow'

'Find deals for the brands/ items you purchase often'



CONTROL: 11 no.s

'An app that gives you full control over the data you choose to share with companies/ brands'

'Better control of the use of their data'

'Assists you with keeping your personal information safe and applies it to a profile that you control and manage with the help of Profila'



The most appealing benefits expected from Profila

The promise of security of their personal data and agency of their relationship with brands of their choice



Security of personal data



Keeps my data secure - 53



Simplified, direct relationships with selected brands



Allows me to manage my relationships directly with all my favourite brands through one single app - 47



Agency over my brand relationships



Allows me to retrieve my data from brands I don't want to retain my data - 47

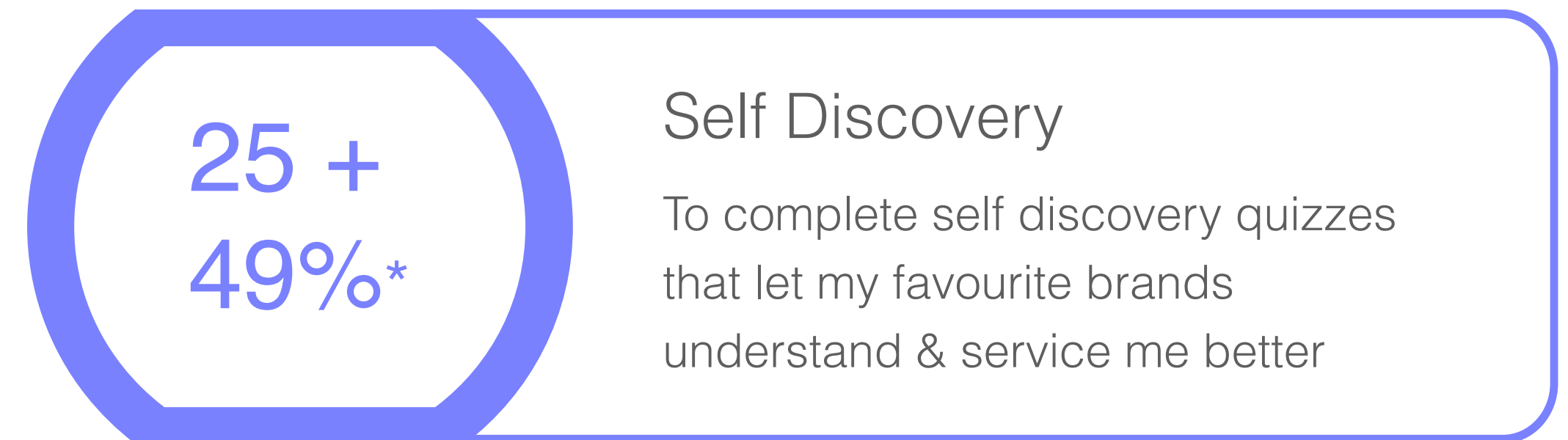
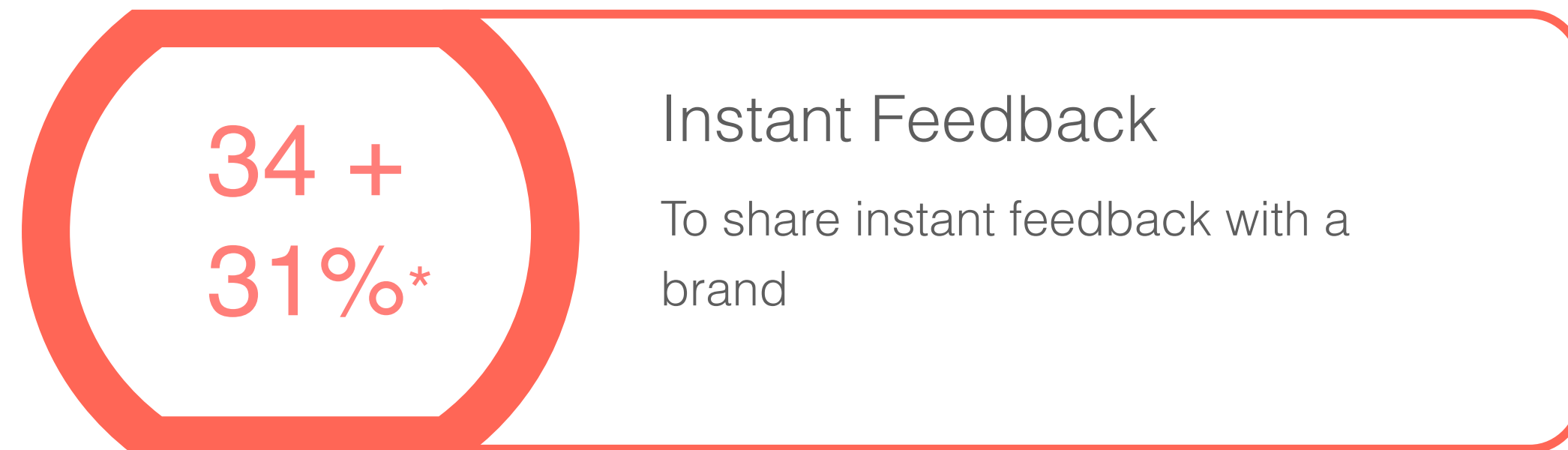
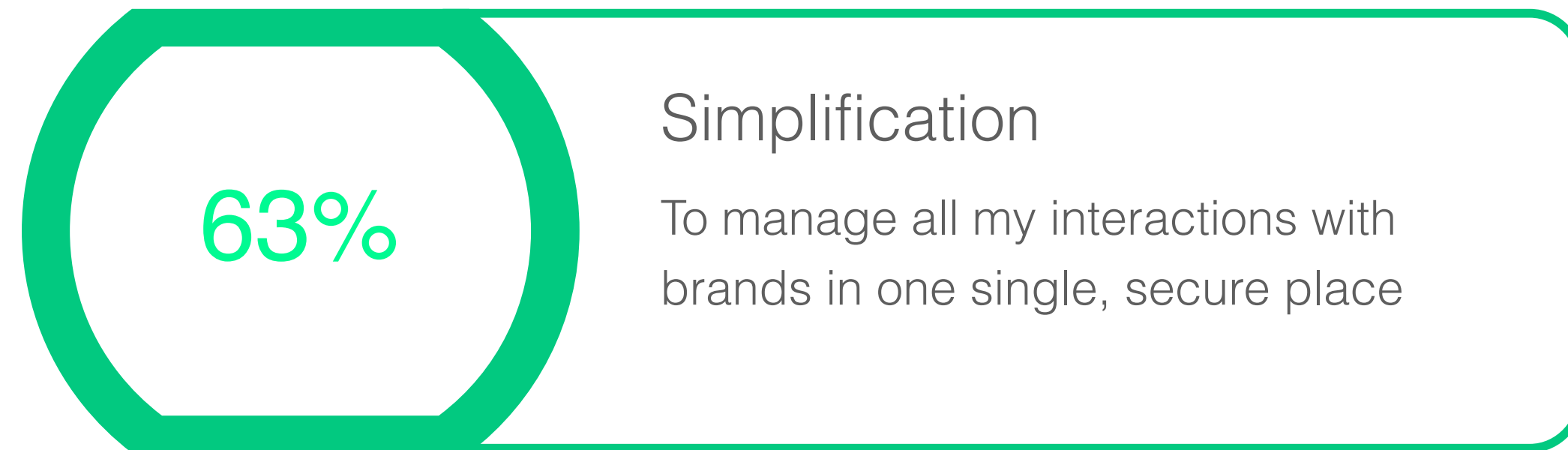
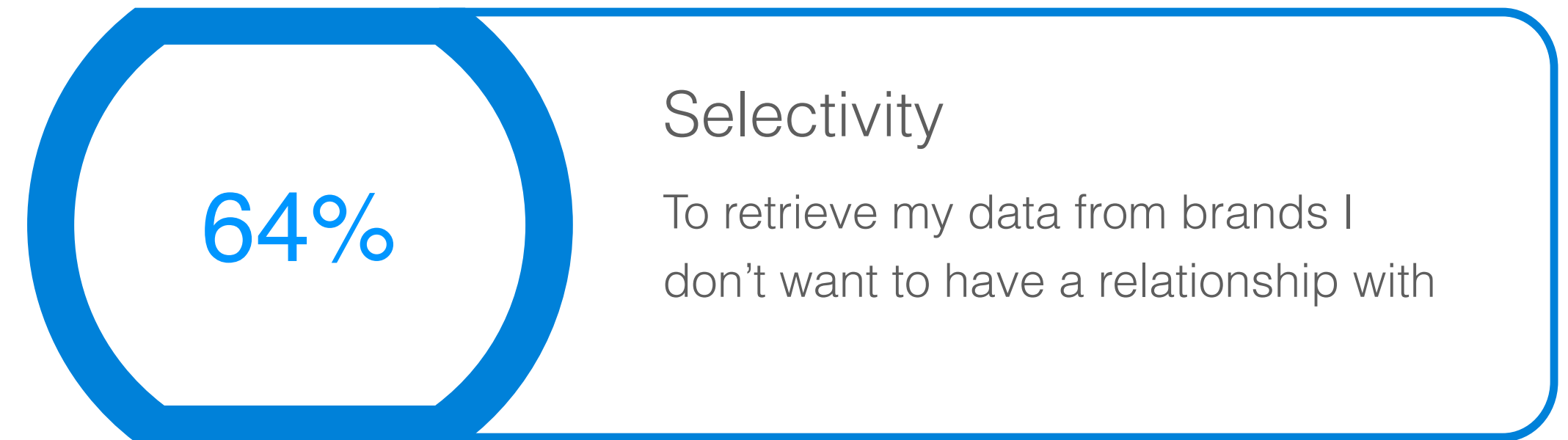
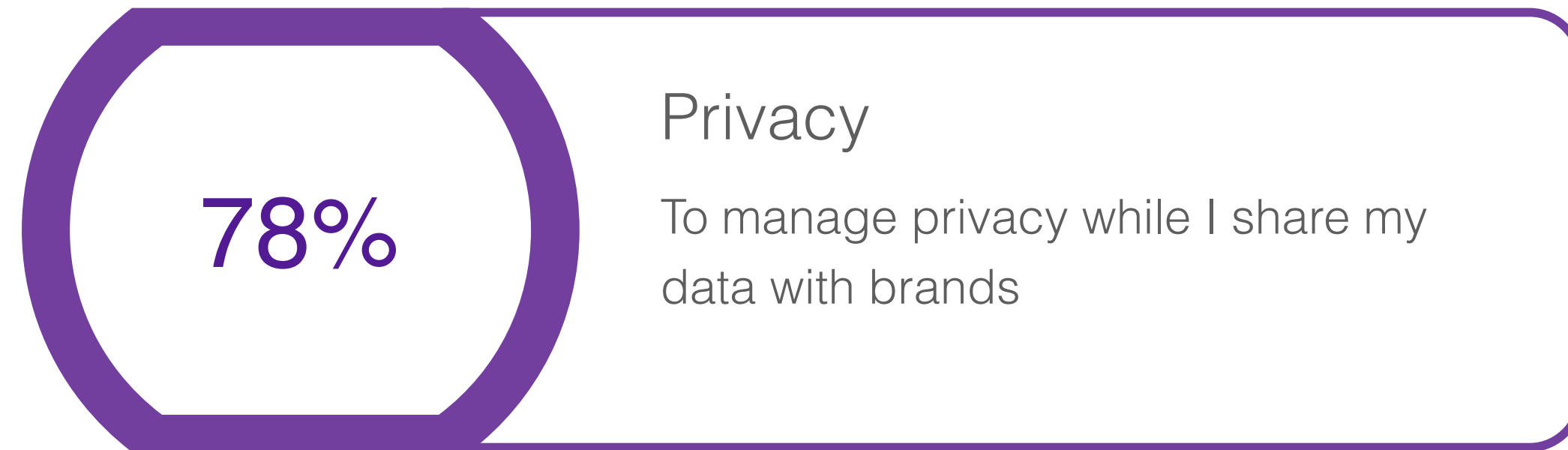


Strengthen relationship with brands of choice



Allows only brands I choose to be able to communicate with me - 46

What do I expect to use Profila most for?



*Top two box % mentions

Post-UAT Findings

Objective: To assess usage experience of product platform

Spontaneous Recall of Profila Benefits post usage

Personalisation is the most recalled theme of the proposition

SELECTIVITY: 10 no.s

‘Connect and share personal information only with brands you are interested in, plus it will give you exclusive experience with these brands’

‘Filter what brands and special offers you receive and you won't feel overloaded with unwanted ads’

‘Communicate more effectively with your favorite brands and companies’

PRIVACY/ SECURE DATA SHARING: 10 no.s

‘Easily and securely share your personal data’

‘Clean up privacy settings with brand and start a one to one relationship with them’

‘It allows you to assert privacy rights and have control over what kind of personal information the brands can access’

PERSONALISATION: 28 no.s

‘Profila will help you see personalised and exclusive offers from brands you are interested in’

‘Profila will help you to engage with your favorite brands under your control and give a personalized experience on how your brands interact with you’

‘It's instagram but better. You can have a connection with a brand without feeling the information shared will be used against you.’

CONTROL: 10 no.s

‘Profila will help you control the data you want to share with companies’

‘Have more control over my private data. Seems like a very good thing’

‘...manage and control individual information with brands you select’



Total Respondents: 37 no.s

Biggest benefit of using the Profila app

Personalisation followed by data-privacy are seen as lead benefits

Realizing how valuable my data is/can be

The personalized offers based on category quizzes

Special offers, tips, feedback by brands

To stay in direct contact with my brands

ability to connect with preferred brands and receive personalised offers

individual attention and needs being met

information provided on consumer rights

More personalised information from the brand

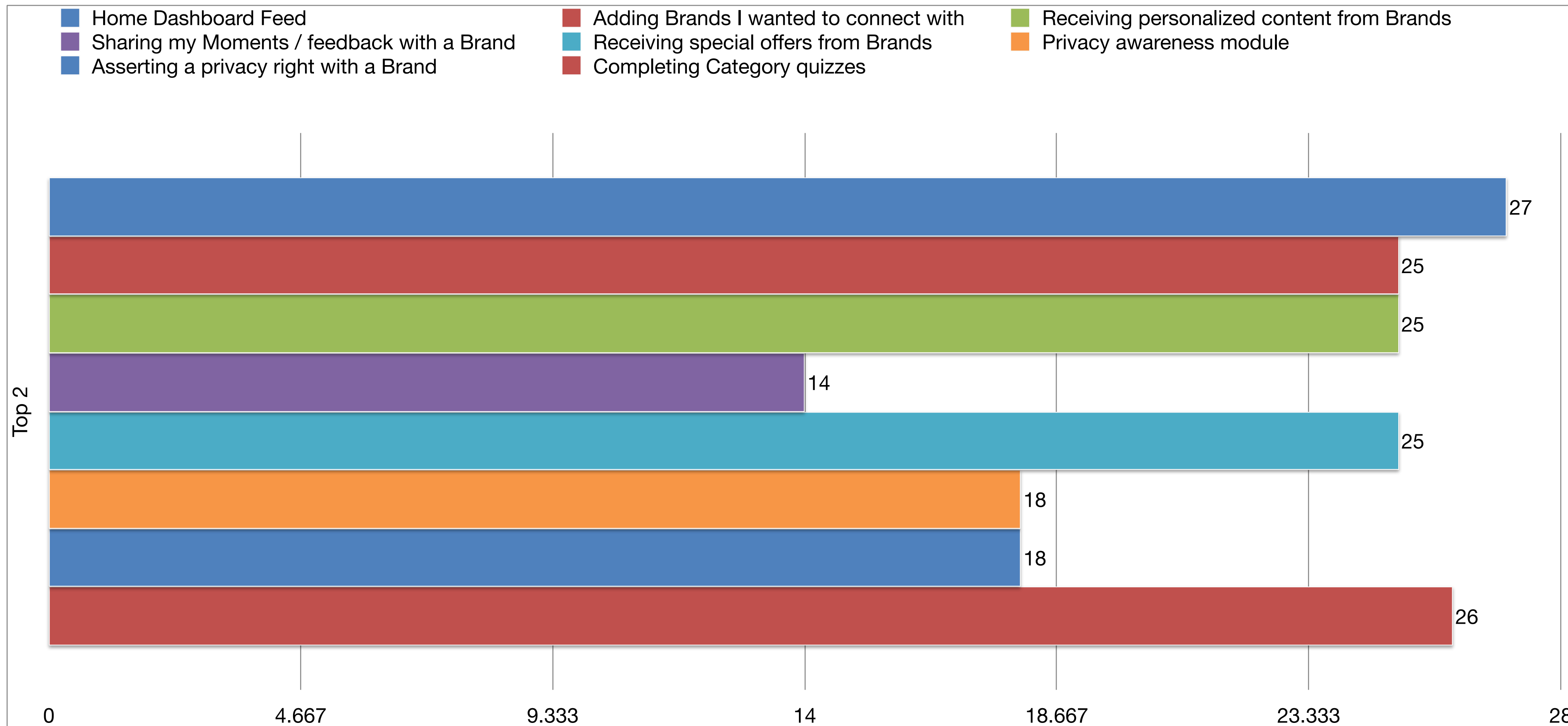
my choice of brands I want to work with...no spam (yet!)

consolidating my relation with favorite Brands through one sole App

Privacy assertion

Rating of App features

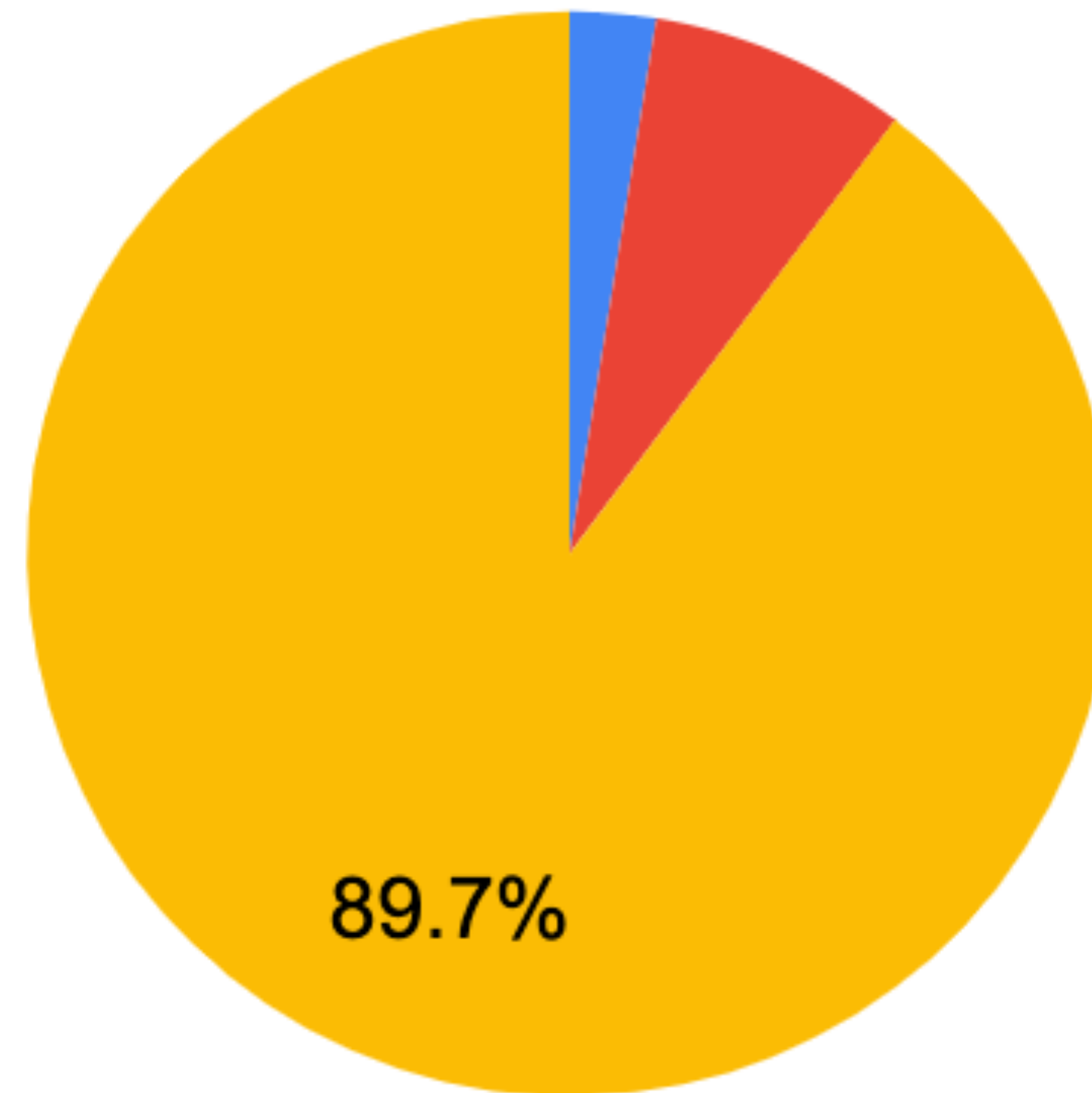
Key liked features were the Home feed, brand selection, receiving personalised content & category quizzes*



* Category quiz responses per quiz range from a high of 31 to a low of 12 from a total of eight quizzes made available during the trial period

Perceived alternatives to Profila post usage

Nearly 90% see Profila as the only one doing what it does



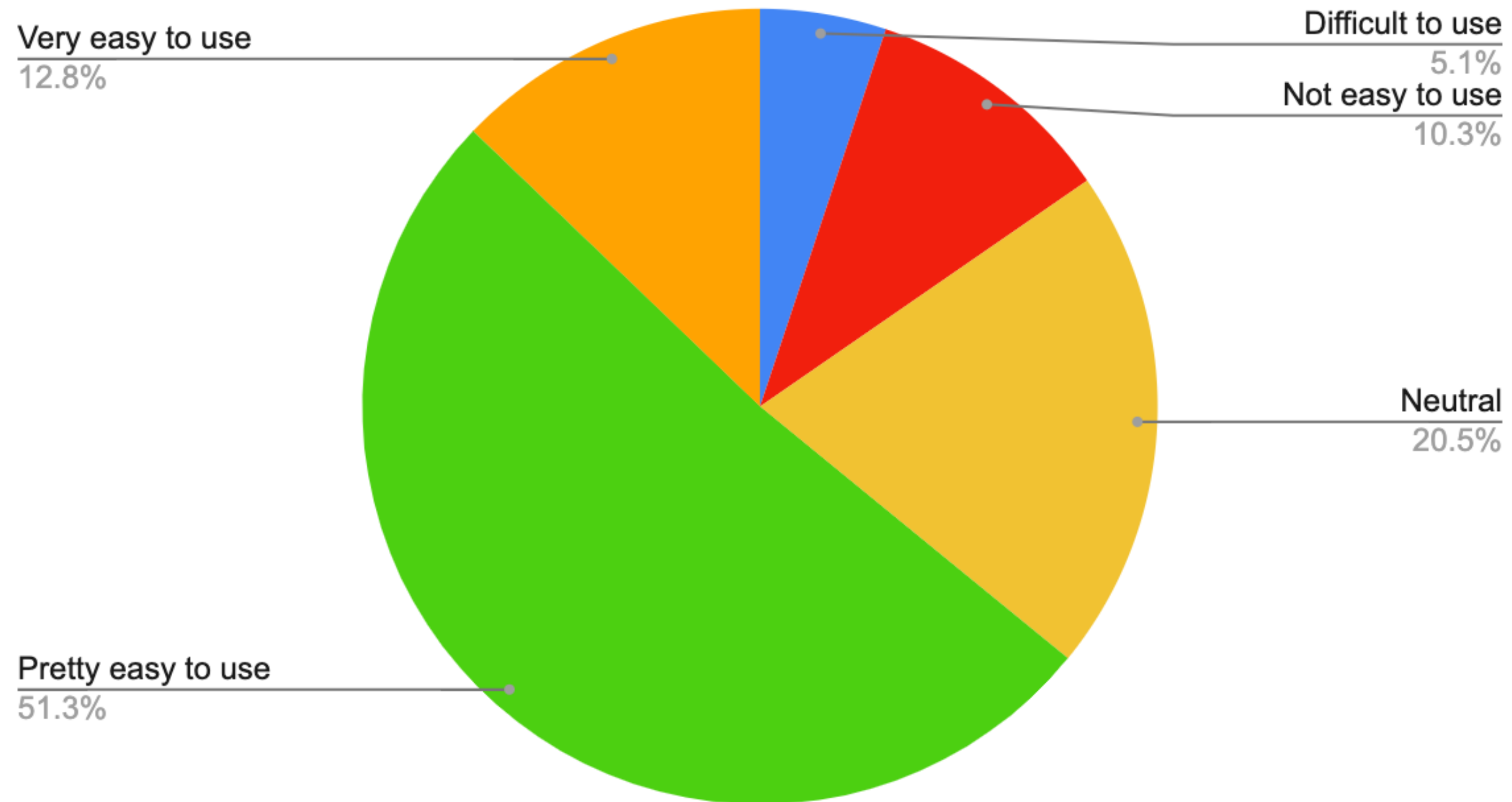
- On par with other options that are available to me currently
- An improvement over other options available to me
- There is no other alternative that I can think of that does what Profila does

Overall Ease of App usage ratings

64% respondents found the app easy to use.

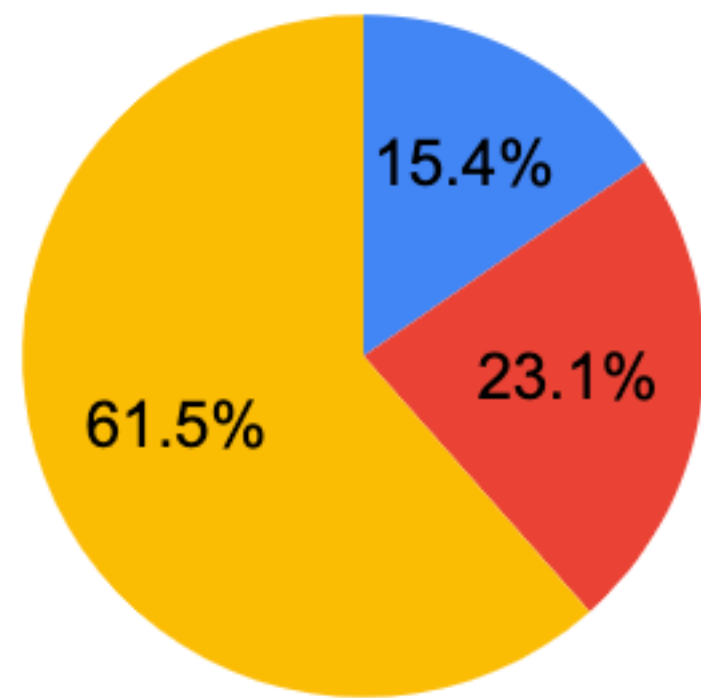
An in-app tutorial is planned to provide guidance on how to navigate the app and improve it further

Count



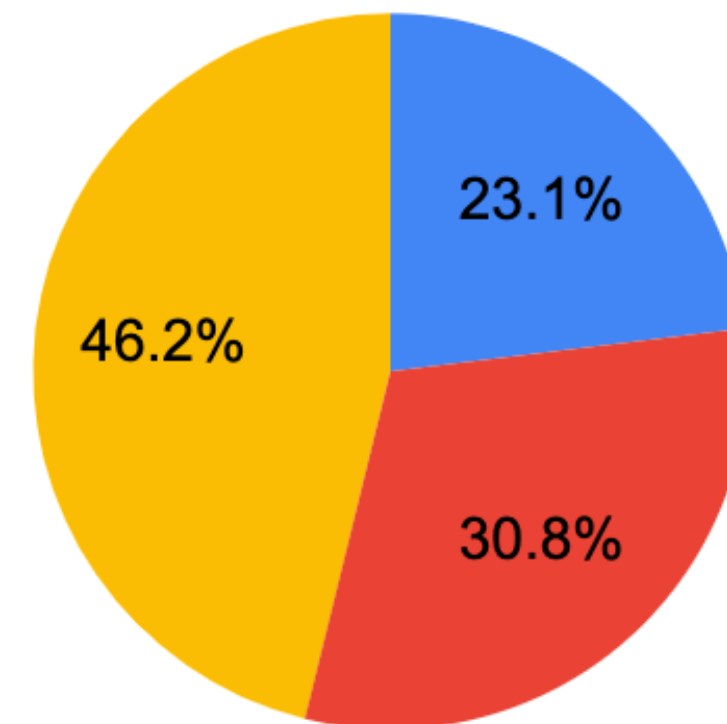
App usage ratings

App Speed



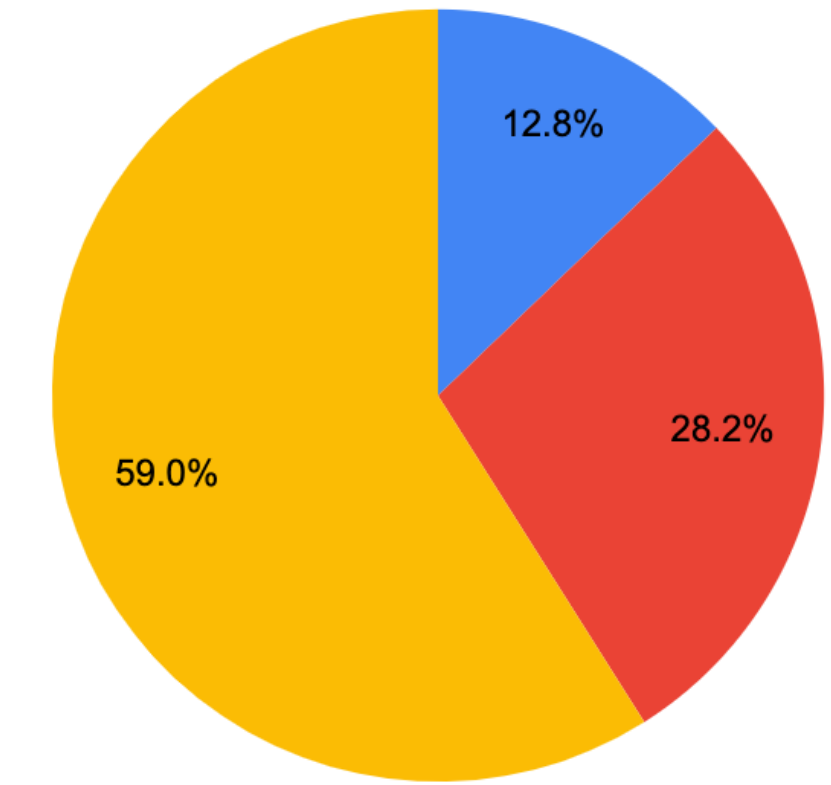
- Need to be significantly improved
- Okay, but could be better
- Is fine as it is

Interface & Design



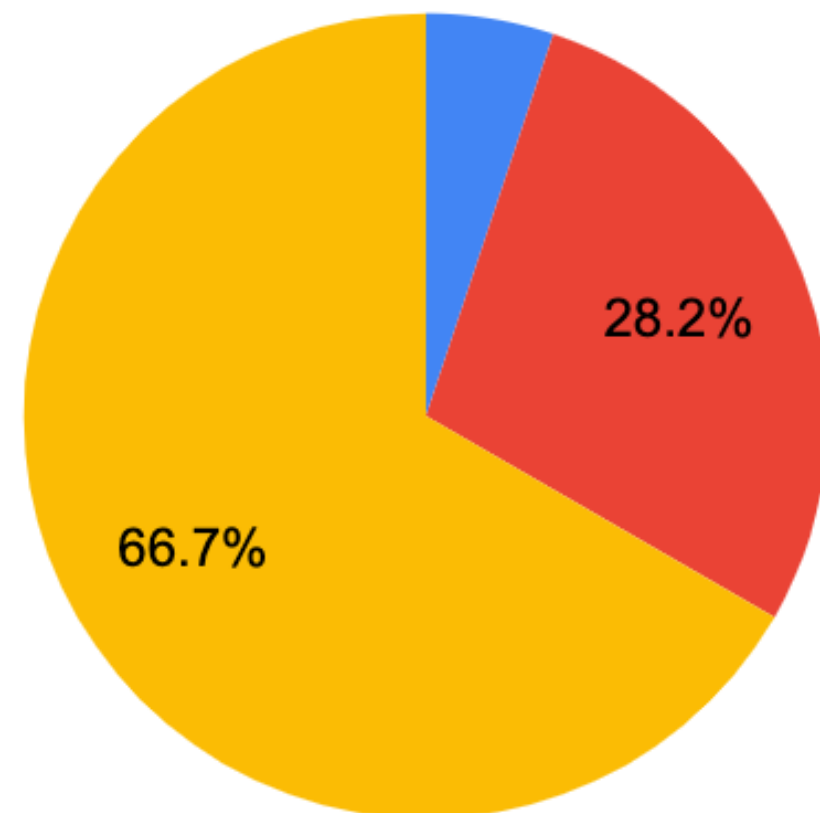
- Need to be significantly improved
- Okay, but could be better
- Is fine as it is

Brand Responsiveness



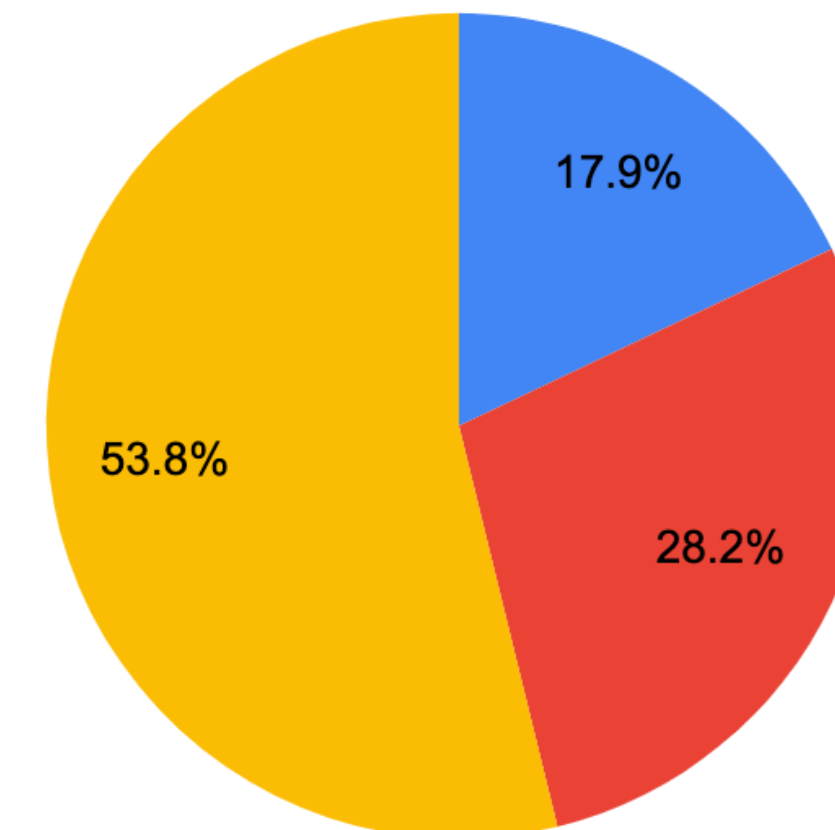
- Need to be significantly improved
- Okay, but could be better
- Is fine as it is

Privacy Module



- Need to be significantly improved
- Okay, but could be better
- Is fine as it is

Sharing Moments



- Need to be significantly improved
- Okay, but could be better
- Is fine as it is