

Jeanette's
CASE STUDY
PRESENTATION



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DESIGNING THE FUTURE OF IN-FLIGHT ENTERTAINMENT



INDUSTRY:

Commercial Aviation

YEAR:

2019

MY ROLE:

Ethnographic research, prototype, workshop facilitation, human behavior

CAPABILITIES:

Ethnographic Research, Service design, UX/UI, Design, Prototyping



The objective of this project was to explore the diverse motivations, concerns, and behavioral patterns displayed by passengers throughout their flight experience. Through the analysis of these aspects, we developed a comprehensive understanding to serve as the foundation of our innovation roadmap. This roadmap is meticulously crafted to ensure our client remains at the forefront of in-flight entertainment, ready to provide experiences that seamlessly align with the evolving preferences and expectations of travelers worldwide.

THE CHALLENGE

The scope of the project encompassed delivering personalized engagement and functionality at key junctures in the customer's journey, particularly within the In-Flight Engagement system.



OUTCOME

A feature roadmap was delivered to the client. Each feature was given a priority which considered the feature relevance, time to market, passenger route, requirements, and the ability to be shown at The Consumer Electronics Show

IMPACT

The insights and innovative approach to travelers' journey mapping allowed the client to deliver a an MVP based on the travelers' emotional journey. SLT received all the information necessary to deliver an impactful version 2 of the in-flight engagement system, along with a new way to think of the traveler.

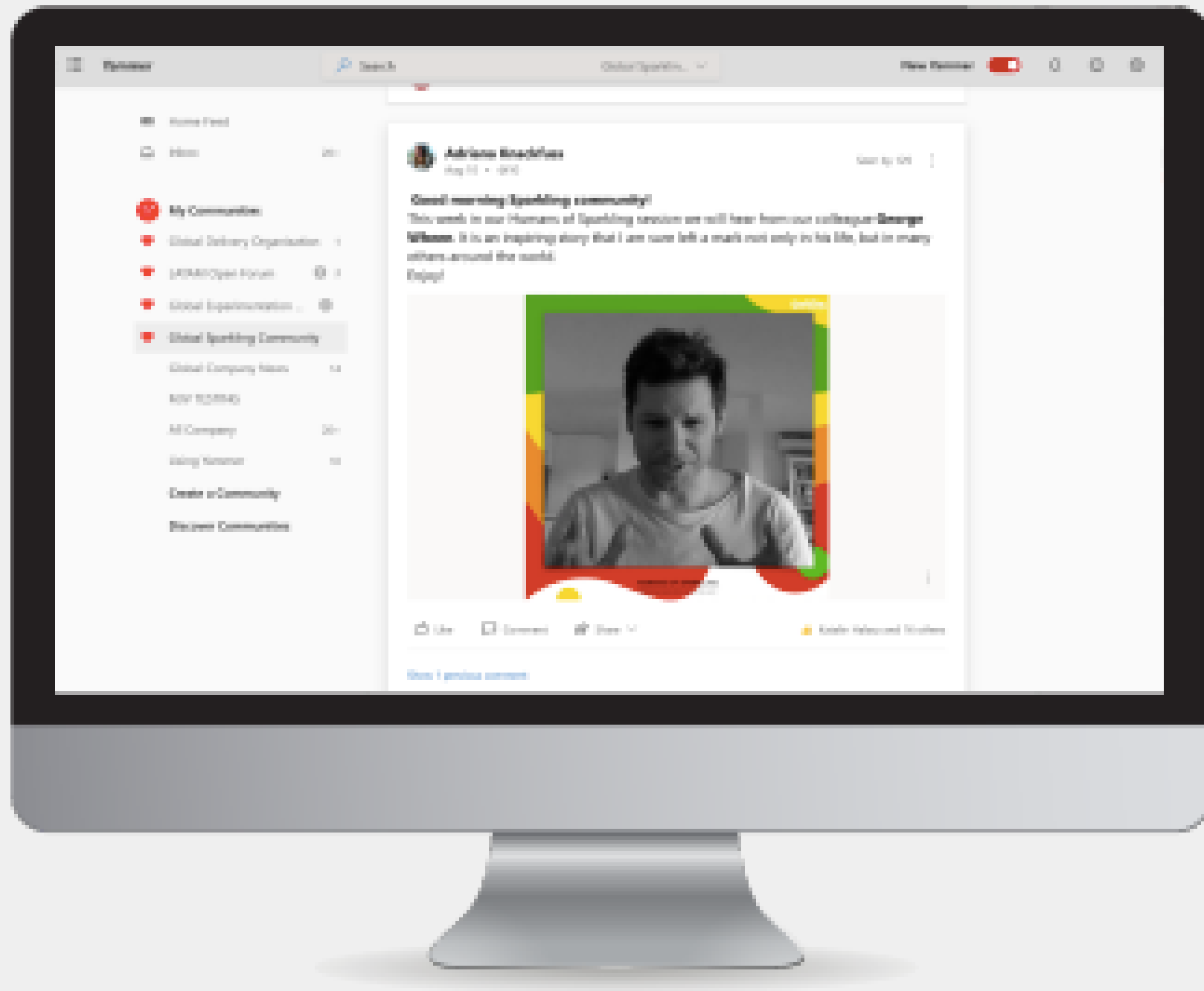
50%

Increase efficiency
from business
problem to prototype

55+

Prioritized
features with
functions

GLOBAL RECYCLING - INCENTIVISING INTRAPRENEURSHIP



INDUSTRY:

Fast Moving Consumer Goods

YEAR:

2019

MY ROLE:

Ethnographic research,
Content Creation,
Copywriting

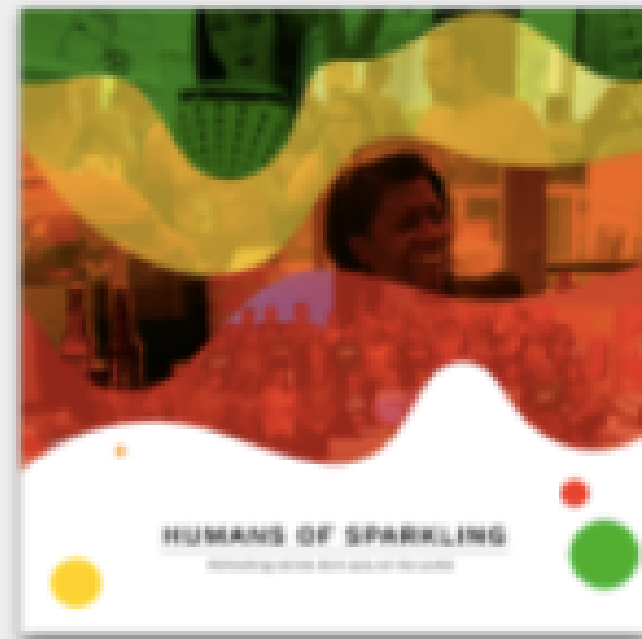
CAPABILITIES:

Ethnographic Research,
Content Creation, Video
Editing, UX/UI

A digital community channel formed on a corporate platform (Yammer) to promote engagement and facilitate collaboration. This platform serves as a hub for incentivized intrapreneurship within our global recycling community, encouraging employees to innovate and collaborate towards sustainable solutions.

THE CHALLENGE

To establish a platform for exchanging knowledge, experiences, and ideas, and to unleash the network effect. To connect, communicate, and collaborate with Business Units worldwide, fostering a culture that inspires individuals and empowers community members to share, learn, and replicate recycling initiatives.



475

Community Members

2x

More Engagement

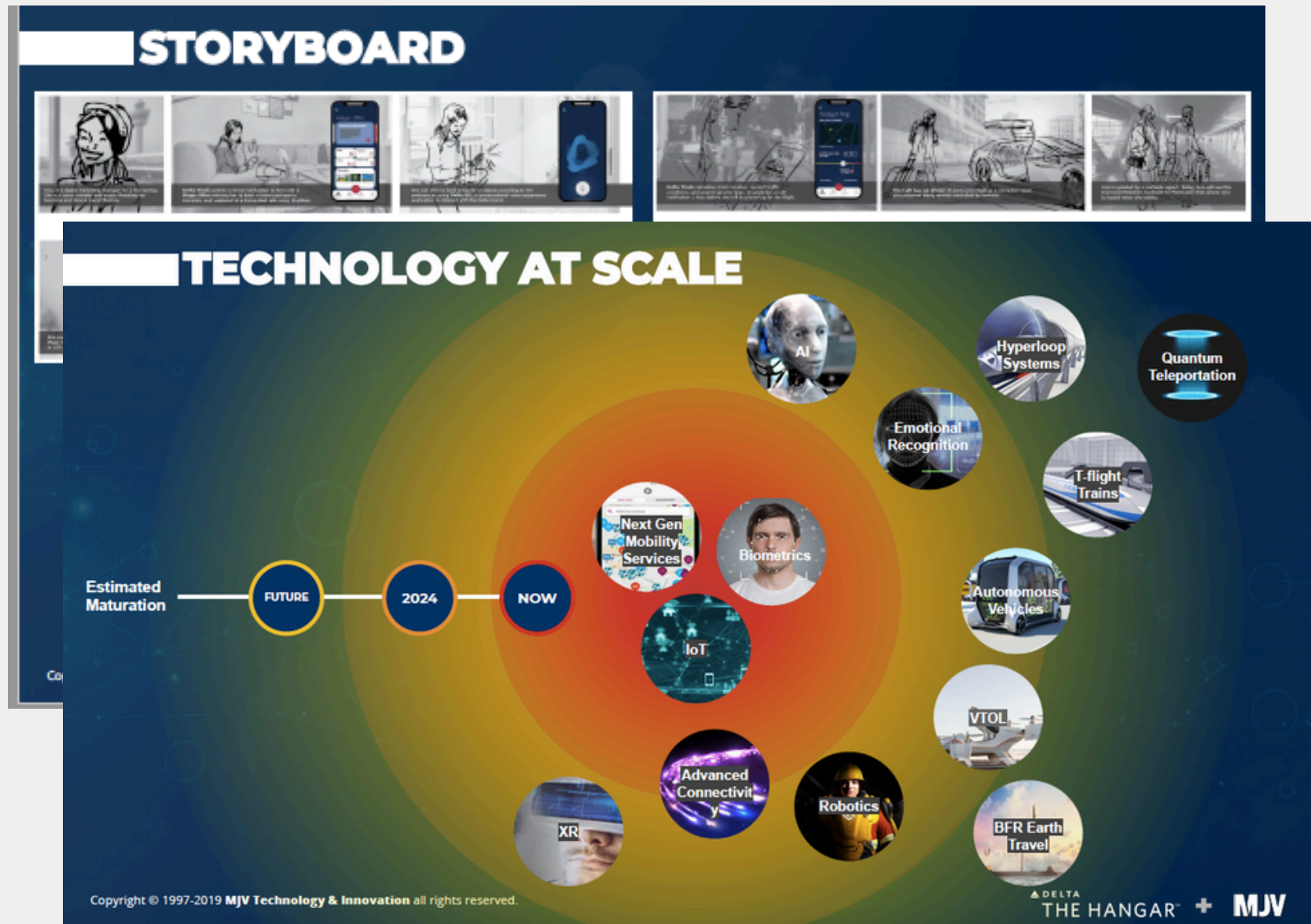
OUTCOME

A strategic communication plan was created to engage associates continuously through the platform and to ensure knowledge sharing, transparent communication, and consistent participation from senior leadership and other key stakeholders

IMPACT

The community embraced a fun light-hearted tone, and evolved as a place to research and collaborate on new initiatives, empowered by the knowledge shared and inspired by the stories told by the members.

CENTURY - DESIGNING THE FUTURE



INDUSTRY:

Commercial Aviation

YEAR:

2019

MY ROLE:

Ethnographic research, workshop facilitation, Design thinking, human behavior

CAPABILITIES:

Ethnographic Research, Service design, UX/UI, Journey Mapping,

To deliver actionable steps and assets for business groups to execute the 2024 vision of Delta's future experience through design sprints, aiming to shape a more sustainable and human-centered traveler experience through technology.

THE CHALLENGE

To identify insights and scenarios that can shape the future of the traveler's experience, ensuring they are both sustainable and human-centered, while facilitating the execution of Delta's 2024 vision through effective design sprints and asset delivery.



250

Data Points

13+

Design Sprints

OUTCOME

The creation of five insightful territories and over 25 concepts tailored specifically for our airline partner, shaping the future of travel experiences. Through our efforts, we laid the foundation for a transformative paradigm shift in how the client delivers innovative and customer-centric travel experiences.

IMPACT

By showcasing our insights at the Consumer Electronics Show, we set a new standard for innovation in travel. The feature roadmap developed empowers our client to strategically plan future endeavors, ensuring they remain leaders in technological advancements and customer satisfaction.

360 GO-TO-MARKET STRATEGY NON-CALORIC SWEETENERS

INDUSTRY:

Fast Moving Consumer Goods

YEAR:

2019

MY ROLE:

Ethnographic research,
prototype, workshop
facilitation, human behavior

CAPABILITIES:

Ethnographic Research,
Service design, UX/UI,
Design, Prototyping

* / GENERAL MILLS

CHALLENGE

Consumers abandon cereals for healthier alternatives. People want real food and ingredients they can pronounce.

At the same time, sugary cereal sales are still increasing.



APPROACH

In June 2015, General Mills announces it will recreate Trix minus artificial ingredients as part of a plan to eliminate artificial ingredients from 90% of their cereals by 2017.

General Mills focuses on making their products natural

IMPACT

People that had stopped buying Trix come back and sales increase 6% after introducing Natural Trix.

Not all consumers are happy, as some are sad that their favorite childhood cereal is no longer available.



NEW APPROACH

In 2017, General Mills listens to their consumers and brings back the original Trix, selling both classic and natural cereal options.



IMPACT

In the first year they release both cereals their sales boost by 60%.

General Mills adapts quickly to fully understand the consumer

General Mills Knew that although Lucky Charms was selling well and 40% of the consumers were adults, they needed to focus on stripping artificial ingredients from their cereals. Their bold initiative paid off.

GM listened to how their consumers responded and though people love the new natural cereals, they were also nostalgic for their childhood cereals. Adults loved to take the opportunity to treat themselves to an old treat. This explained why sugary cereal sales were also increasing.



The objective of this project was to significantly increase the inclusion and adoption of non-caloric sweeteners in the company's beverage portfolio by developing a comprehensive 360-degree go-to-market strategy. This strategy aimed to address the concerns and preferences of all stakeholders, ensuring minimal impact on the taste of the products.

THE CHALLENGE



To overcome the general lack of acceptance of non-caloric sweeteners among consumers and address concerns about potential changes in product taste. Additionally, the project required a thorough analysis and strategic planning to ensure a smooth integration of these sweeteners into the existing product lineup.



7+ In-depth GTM case studies, including successes and failures.

100% Strategy Alignment from Senior Leadership Team

OUTCOME

A robust go-to-market strategy based on understanding the core issues, accurately defining the total addressable market, and mapping current information. Also, through extensive research, design, prototyping, feedback validation, and strategic consolidation, a

IMPACT

Successfully implementing this project enabled the company to expand its beverage offerings with non-caloric sweeteners, catering to health-conscious consumers while maintaining product appeal. This strategy enhanced market penetration, fostered consumer trust, and contributed to the company's sustainable growth.

CONTACT DETAILS

WEBSITE

www.jeanyrox.com

EMAIL ADDRESS

contact@jeanyrox.com

SOCIAL MEDIA HANDLE

@jeanyrox

