



design  
narrative

Human Centric **Design**

# People's Research Service



*Jibbing*

www.jibbing.ltd  
HONG KONG

Photo credits: Nadezhda-diskant PEXELS



red dot design award

Jibbing is a globally recognized and awarded **human design & research** agency providing clients with the highest expertise and quality.

Our numerous accolades, including Esomar Best Paper and several IF and Red Dot awards, demonstrate our commitment to excellence and innovation in the industry.

**Excellence  
& innovation**

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Our people research service offers **in-depth insights** and supports **strategy** development with actionable **solutions**.

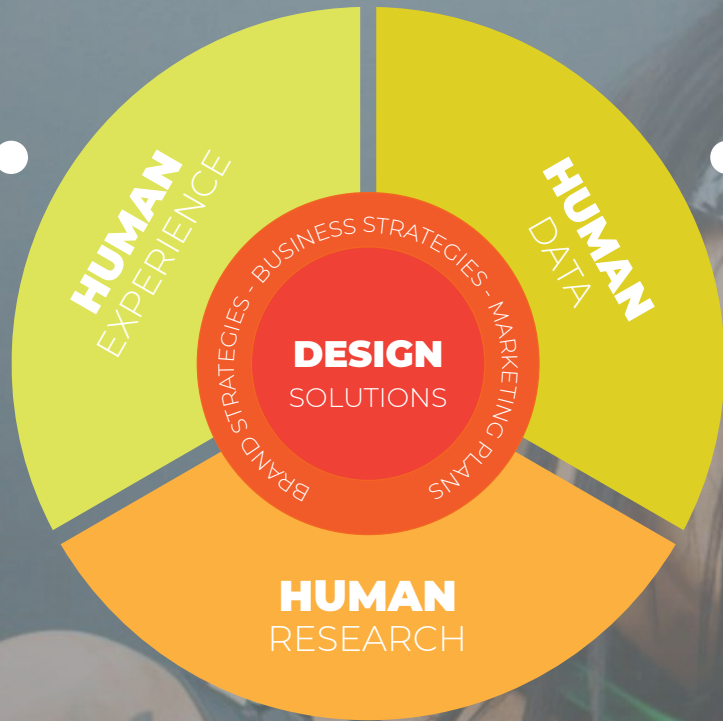
Jibbing takes a holistic design and research approach that truly connects with its target audience.

**Insightful &  
actionable**

Jibbing has **extensive experience** in people's research, having conducted over **1200** projects across **24** countries and **4** continents, consulted with more than **5 million** people from various industries, and trained over **7000** professionals.

This expertise in co-creation ensures that our clients receive high-quality research and expert insights to make informed business decisions.

Expert in people's  
Research



- NPS – Net Promoter Score
- Webs / Apps UX testing
- Human Sygma measures
- Real-Time Experience

- Segmentation & Lifestyle profiles
- Brand Image and Positioning
- Communication impact
- Products and ideas validation
- Trends Discover

- Data exploration and analytics
- Monitor benchmarking
- Audits
- Social Media Listening
- Geo Data

# Research Tools

Jibbing's **strategy framework** bridges the gap between people's research and design, providing clients with an **actionable roadmap to success.**

Our framework is tailored to each client's unique needs and preferences, allowing them to set clear objectives, identify necessary resources, and implement solutions that align with their overall business goals. Our strategic approach will enable clients to stay ahead of their competition and confidently achieve desired outcomes.

**Custom strategy  
solutions**



**TOMÁS ORTIZ FERRER** | Design Director

*Multi-awarded product designer with more than 20 years of design experience in Europe, Asia, and Latam*

*Passionate about connecting innovation with people, researching and implementing products and solutions that will add meaning to technology and improve our lives  
Expert in the co-creation design process with customers and strategic design thinking.*



**GONZALO ROQUE** | People's Research Director

*More than 20 years of experience in marketing strategy and insight*

*Former president of SAIMO, Argentinian Society for Investigation and Marketing Opinion*

*ESOMAR awarded best paper 2020*

*Recognized by colleges as one of the 250 market research references in the world in 2022*

*Professor of Market Research at master level*

# People's research + Design Team



# Cultivating Stronger Relations: Connecting emotionally with farmers.

Jibbing collaborated with Corteva's marketing team at their headquarters in the United States to establish a distinctive identity beyond the technical superiority of their biological products worldwide. To achieve this, Jibbing undertook a study that identified the attitudinal profiles of agricultural customers based on their lifestyles. This enabled Corteva to form emotional connections with farmers, extending beyond mere commercial propositions. By cultivating strong relationships with farmers and their relation to the agricultural ecosystem, Corteva has set itself apart in the marketplace and forged enduring customer connections.

## **Teams:**

USA Marketing Intelligence team  
Local teams: USA, Canadá, Spain, Greece, Chile, Perú, Argentina, Guatemala. Costa Rica.

## **Tools:**

Modal Segmentation  
Online in-depth interview  
Strategic approach

Psychologist  
Strategist  
Statists

# CASE 02 | Emotional Segmentation in Agricultural Industry





## Transforming the Workshop Experience with Light.

Through advanced marketing research techniques and collaboration with mechanics worldwide, we co-created an innovative workshop lamp roadmap. Our team of psychology, anthropology, sociology, and statistics experts gained deep insights into mechanics' motivations by studying their work environment, emotions, and pain points.

We identified key drivers and valuable features to improve mechanics' daily work, leading to the successful launch of a product and communication roadmap that resonated with the target audience, ranging from portfolio improvement to disruptive innovation.

### Teams:

Workshop Lights marketing team  
Workshop Lights portfolio management team  
Research Reach: Germany, Australia, Holland, Spain, the USA, Sweden, France, Italy, and Romania

### Tools:

Visual Mapping  
In-depth interviews  
Creative sessions  
Quantitative validation

Psychologist  
Service designer  
Designer  
Strategist

**Case 01 | co-creation driving  
meaningful innovation**



## Building Better Lives: Co-creating Relevant Value Spaces with Validated Marketing Plans.

Lafarge-Holcim, a global provider of building materials and solutions, partnered with Jibbing to identify strategic value spaces in the Latin American home construction market. Using motivational and design research tools, Jibbing identified an opportunity for Lafarge-Holcim to emotionally connect with Latin American families during the aspirational stage of building their own homes. This strategic shift towards emotional involvement allowed Lafarge-Holcim to better understand and meet their customers' needs.

### **Teams:**

Local Latam marketing and sales team  
Psychologist  
Service designer  
Designer  
Strategist

### **Tools:**

Journey mappings  
In-depth interviews  
Creative sessions  
Quantitative validation

**Case 02 | Validated  
marketing plans**

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## The Future of Home Appliances: Human-Centered Design and Continuous Innovation.

Jibbing partnered with MABE, a leading home appliance company, to help transform their business and emotionally connect with their loyal customers. Using a human-centered design approach, Jibbing utilized a combination of ethnographic and netnographic research methods to enhance the main touchpoints of MABE's automatic washing machines, including the interface, door, soap dish, and ergonomics. By creating a multidisciplinary team focused on continuous learning and innovation, Jibbing helped MABE create a unique aesthetic that resonates with its customers.

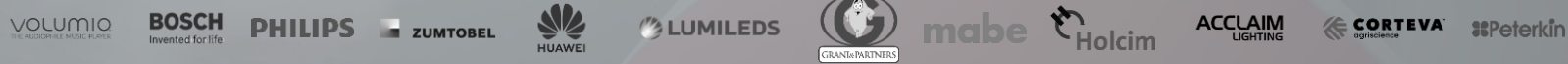
### **Teams:**

- Board of Management
- Marketing and sales team
- Psychologist
- Service designer
- Designer
- Strategist

### **Tools:**

- Netnography
- Ethnography
- In-depth interviews
- Creative sessions
- Quantitative validation

**CASE 03 | Validated washing machine platform's**



Jibbing has worked with numerous esteemed clients, including leading companies such as **Philips, Bosch, Corteva, Volumio, Lumileds, Holcim, and Drean.**

These important cases have allowed us to showcase our expertise in people research and product design, delivering successful solutions that meet our client's unique needs and objectives.

**Proven client  
success**

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