



CASE STUDY

COLOR MATERIAL FINISH

CMF RESEARCH FOR LG MOBILE PHONES



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BACKGROUND

LG Electronics has been constantly studying the Indian market in order to cater to ever-evolving needs of diverse consumers. In its continual quest to meet the evolving market demands, LG collaborated with Onio Design to understand better the preferences of Indian consumers on varied Colour/Material/Finish on mobile phones and their connotations of the same with respect to culture, creed, region, age, income and gender.

Onio conducted a nationwide research to provide the designers at LG Electronics a palette of CMF for mobile phones available in high, mid and low price ranges for the year 2010 – 11.

SCOPE & CHALLENGE

1. Research Lifestyle Trends for India for the year 2010-11
2. Enable consumers to articulate their colour preferences
3. Interpret whether the consumer will actually like to see his favoured colour when replicated on the mobile phone
4. Many well – heeled Indians tend to buy modest handsets. The challenge was to identify the optimum CMF option that can gain recognition as 'The LG Colour' on mobile handsets





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ONIO'S SOLUTION

1. Study of trends in parallel domains i.e. Fashion, Cosmetics, Living Spaces, Automobiles, and Consumer Durables
2. Trickle-down effect was examined across fashion and lifestyle sectors to ascertain the colours in vogue and their region wise impact on the mobile phone segment
3. Ethnography was chosen as a tool to administer primary research across India. This helped to create an array of connections with consumers based on their deeper intrinsic likes and dislikes and elicit the right responses from them.
4. The colours and design proposed by us generated a cumulative proposition for the consumers from which they could derive additional value along with product performance.
For example, the new trendy looking phones gave users the benefits of a high tier handset even at an entry tier price point with a notable body design, and introducing new usability through innovation in surface textures.
5. Validation interviews were conducted across different cities with sample phones to get feedback from people

The present (2010-2011) range of LG mobile phones is seeing good response in the market already.

CMF directions for one of the tiers

