

BRAND FRICTION STUDY

A tool to identify opportunities to reduce friction throughout the consumer journey

WHY THIS STUDY IS IMPORTANT

One thing has become clear in the technology revolution that's transformed nearly every industry—EASY BEATS BETTER. The highest quality, most desirable products in the world fail every day next to products that are easy for consumers to access and experience. This study identifies the biggest points of friction your customers feel and unearths opportunities for tech-forward, easy solutions.

OUR APPROACH

Leveraging the most accurate possible memories from consumers, we ask respondents to tell us about their last occasion to a fast food restaurant—everything from when they ate, to who they were with, to the kind of mood they were in when they bought it. Then we take them through every part of their experience – ordering, paying, getting, consuming, and post-purchase – having them rate their pain in the experience on a scale. From there, we identify areas with the biggest pain points, pushing the respondents to describe the pain further with targeted open-ends.

WHAT IT COULD DO FOR YOUR BRAND

Think of the Brand Friction Study as a roadmap to your brand's digital innovation journey.

1. Identify the most painful point of the customer journey
2. Create a clear, actionable roadmap to help solve these pain points
3. Provides you with an informed plan for future investments

LAST OCCASION FRICTION EXPERIENCE QUESTION EXAMPLE

? CONTINUE THINKING ABOUT THE LAST TIME YOU PURCHASED FOOD FROM KFC IN THE DRIVE THRU. HOW WAS IT...

	Very Easy						Very Hard	N/A
To find what you want on the menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
To speak to an employee	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>				
To understand the costs	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To order a group meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

? WHY DID YOU FEEL IT WAS HARD TO "FIND WHAT YOU WANT ON THE MENU"?

The menu on the app is confusing and I didn't know where to find the items I typically order

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TO SET UP AN INTRODUCTORY CALL

COLLIDER LAB