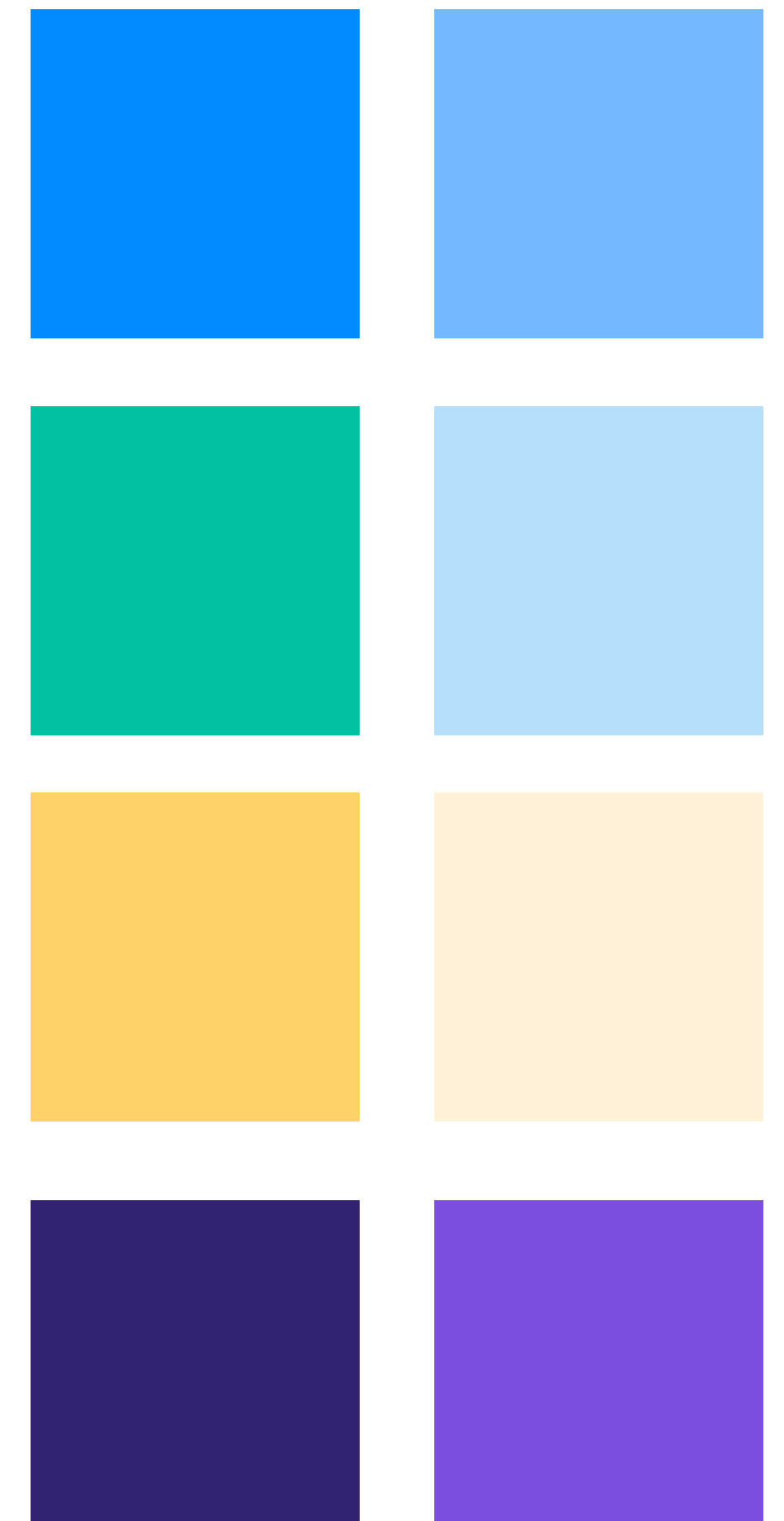


# client: AquaBloom\*

AquaBloom wanted to understand the ethnographic and behavioral motivations behind “hydration,” especially for Black and Latinx consumers. My clients were in the consumer insights + marketing teams.

\*Note: This was a three-month engagement. To keep it confidential, I had ChatGPT generate a name + color palette and scrubbed identifiers. These slides show how I can turn research insights into frameworks, stories, and recommendations for impactful client reports. 1 week reports might only have summary slides for trends / competitors and 1 framework.

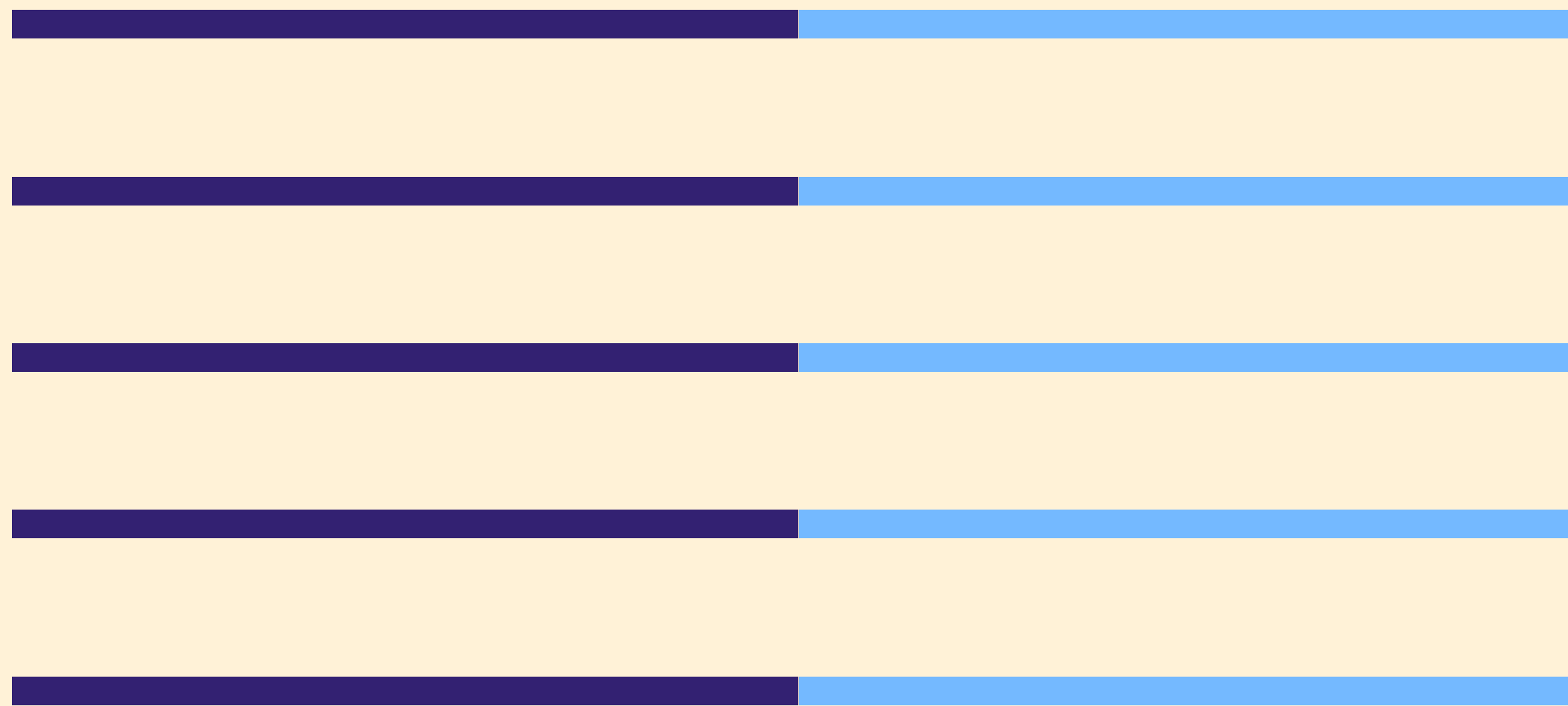


These tensions were pulled out for the midpoint report.  
The final report included a more nuanced iteration.

## The tension of competing values

INTRINSIC  
CULTURAL  
VALUES

SOCIETAL  
VALUES



Feedback:

“I loved how you clustered the chaos... the broad range of anecdotes of consumer experience into clear themes. Brilliant work.” -- HG (Director of Insights)

for example: slow dining versus fast food



## Cultural nuances: Latinx + Black


Feedback:

“This is fresh. I’ve seen so many multicultural insight reports that just stop at the left column. The fact that Khanh double clicked and broke it down to show how they manifest differently was something that inspired me and got me to look at the data differently.” -- BG

Five themes with specific nuances on how these themes appear differently within the two subgroups to allow for more specific stories.

Cultural nuances: Latinx + Black


# For example

SHARING FOOD =  
SHARING LOVE

## WHITE CONSUMERS

COMMUNITY POTLUCKS,  
INDIVIDUAL PLATES

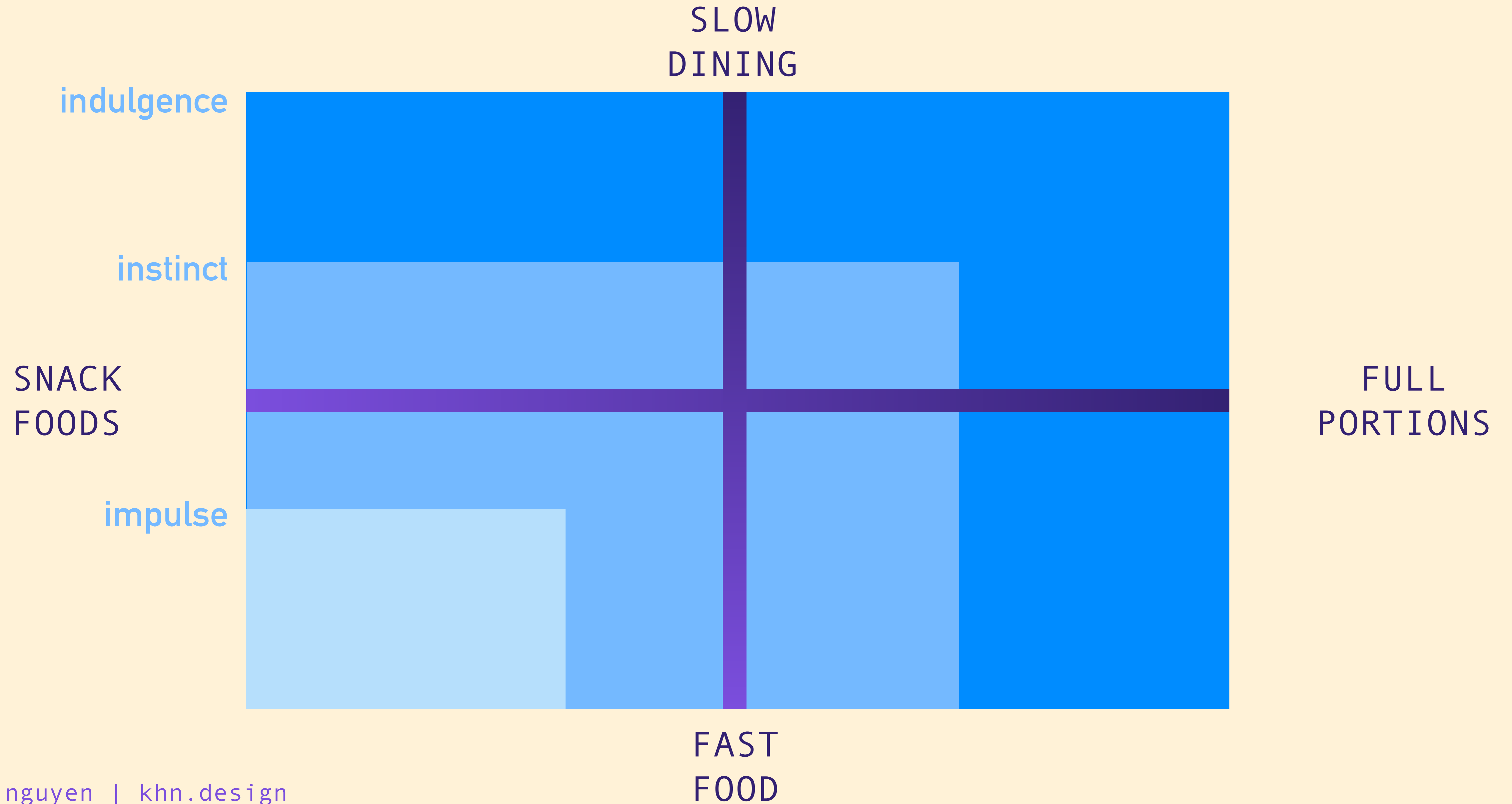
White consumers love to come together in meals as a form of love shown to family and also to their wider community. This is seen in thanksgiving feasts and community potlucks. These are moments of fun and relaxation that usually occur during holidays and special occasions.

## ASIAN CONSUMERS

COMMUNAL DINING  
EVEN FOR SMALL MEALS

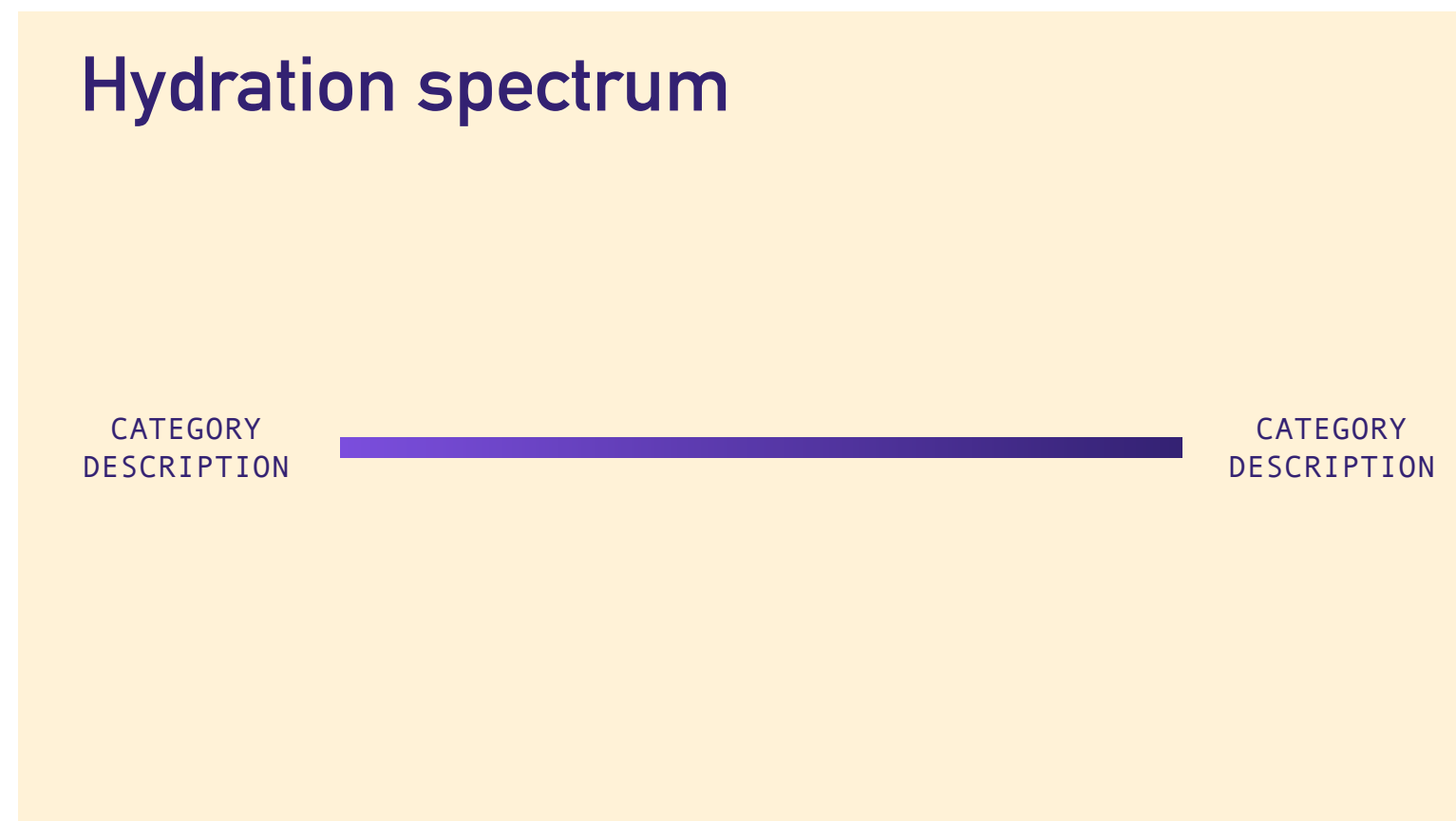
While Asian consumers also gather and feast for big holidays, they also tend to dine communally every day, for the small moments: “family style.” This goes beyond just sharing plates together at the center. Often, they will directly place food onto their loved ones’ plates to show they care.

# Matrix framework: example



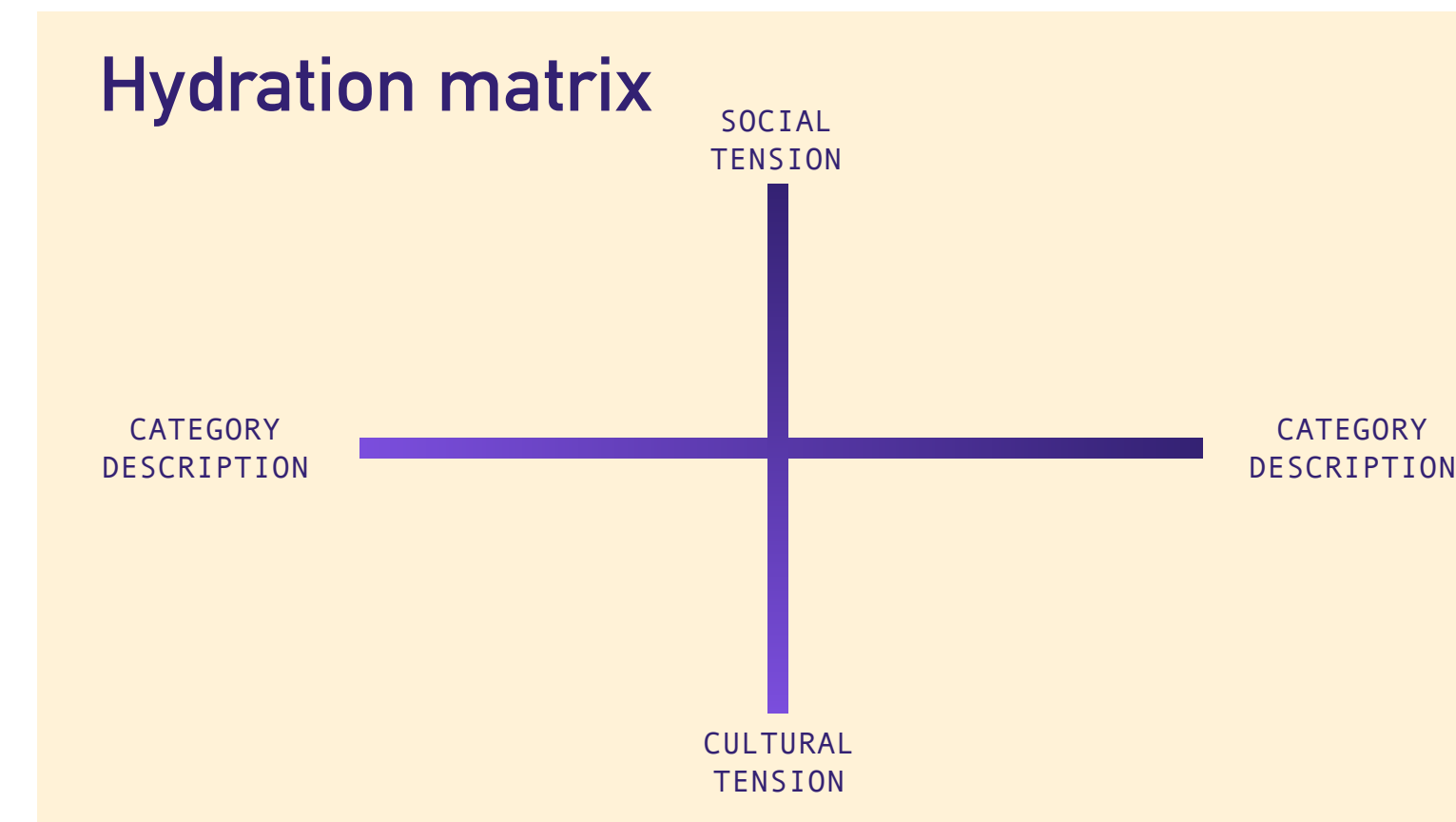
# The framework was built in narrative steps.

1



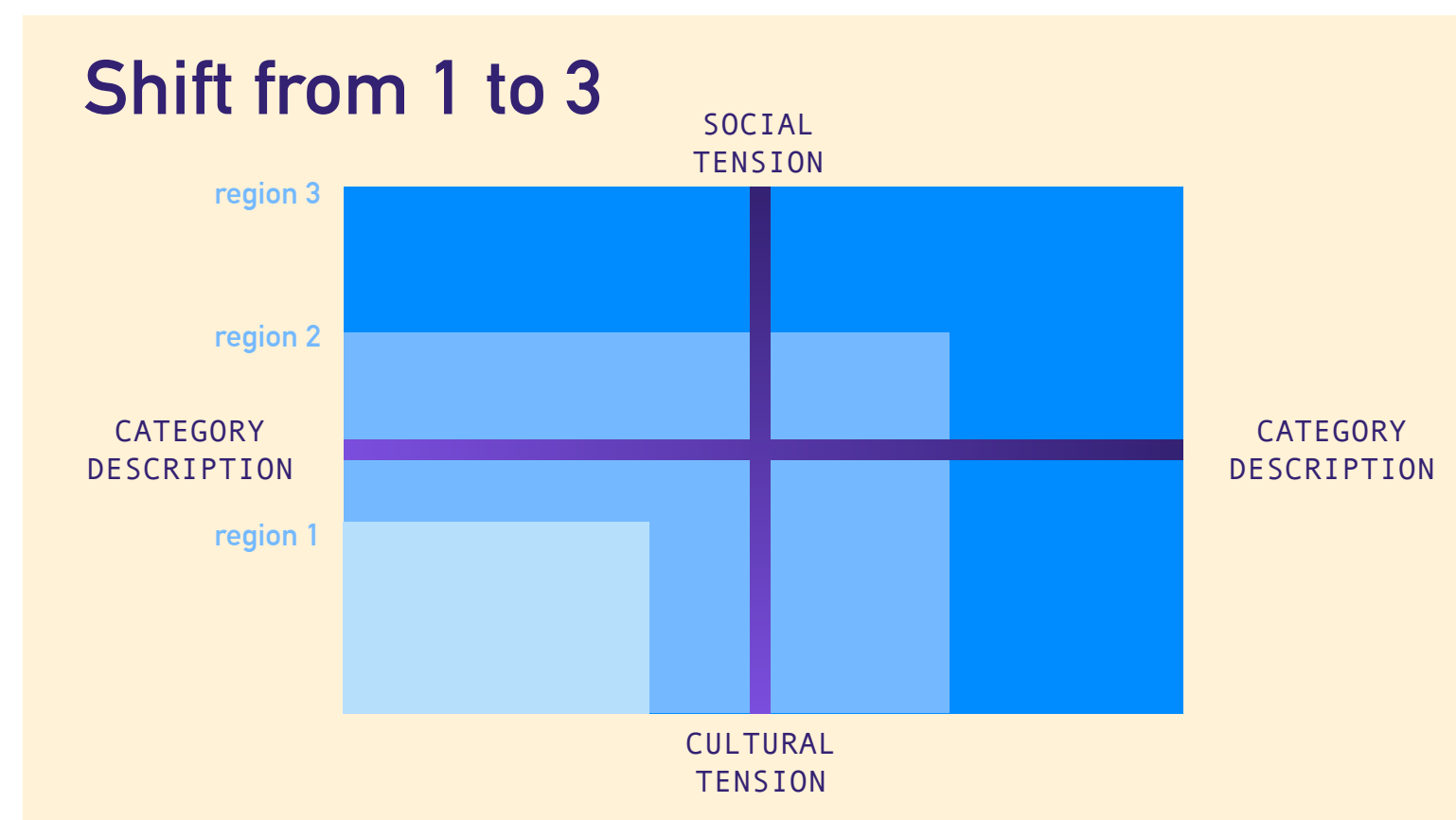
I started with the spectrum from the semiotics analysis.

2



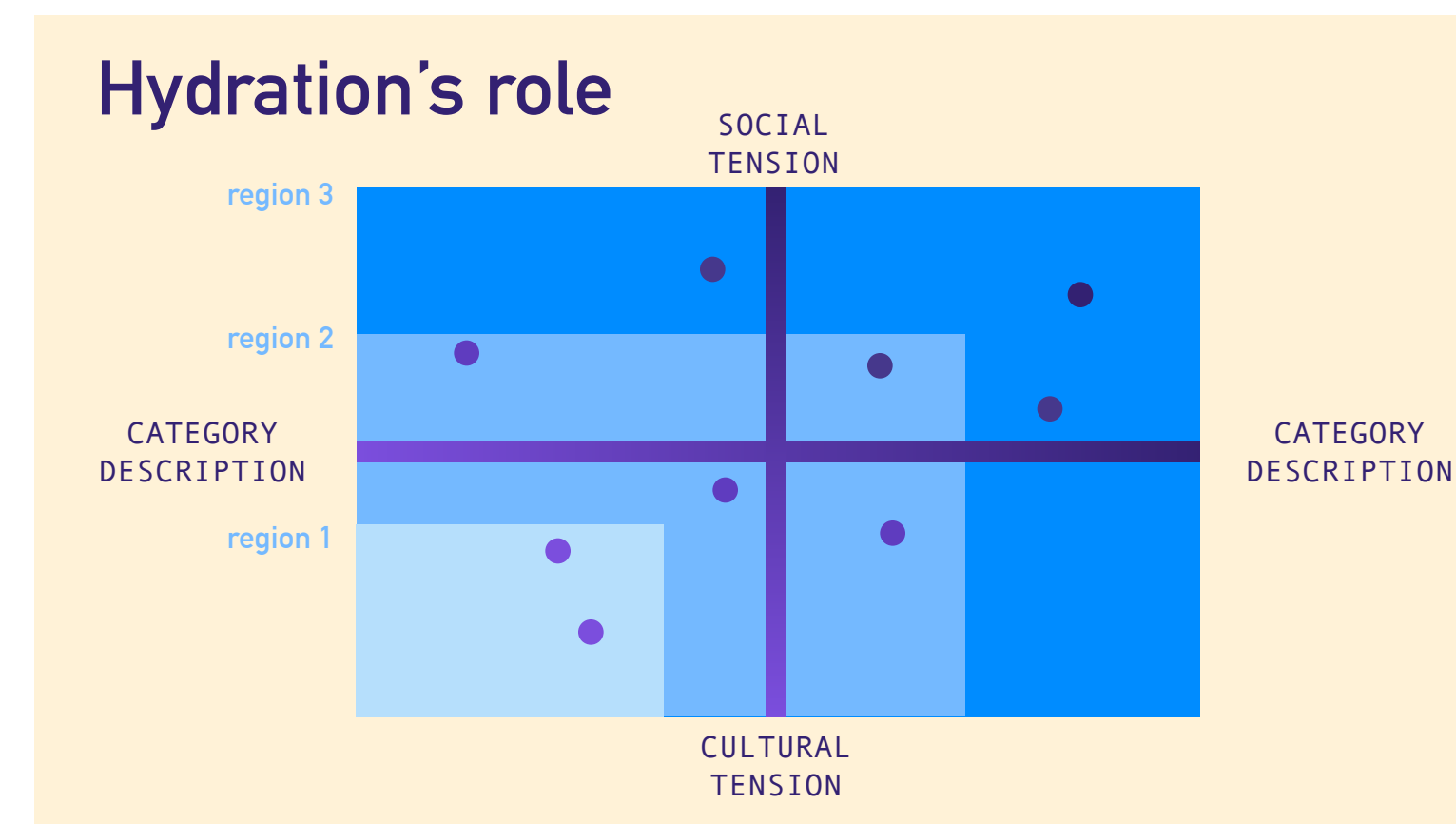
I then added a key cultural tension for the category.

3

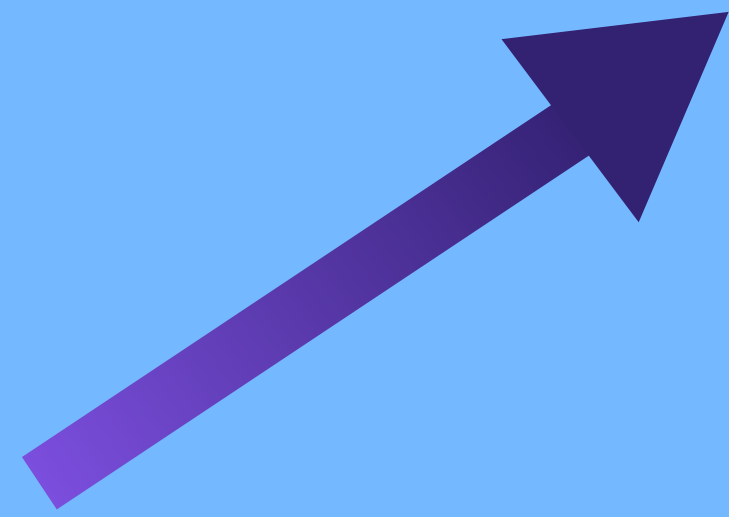


I filled in the regions as a third axis.

4



To show implementation, I graphed the visuals.



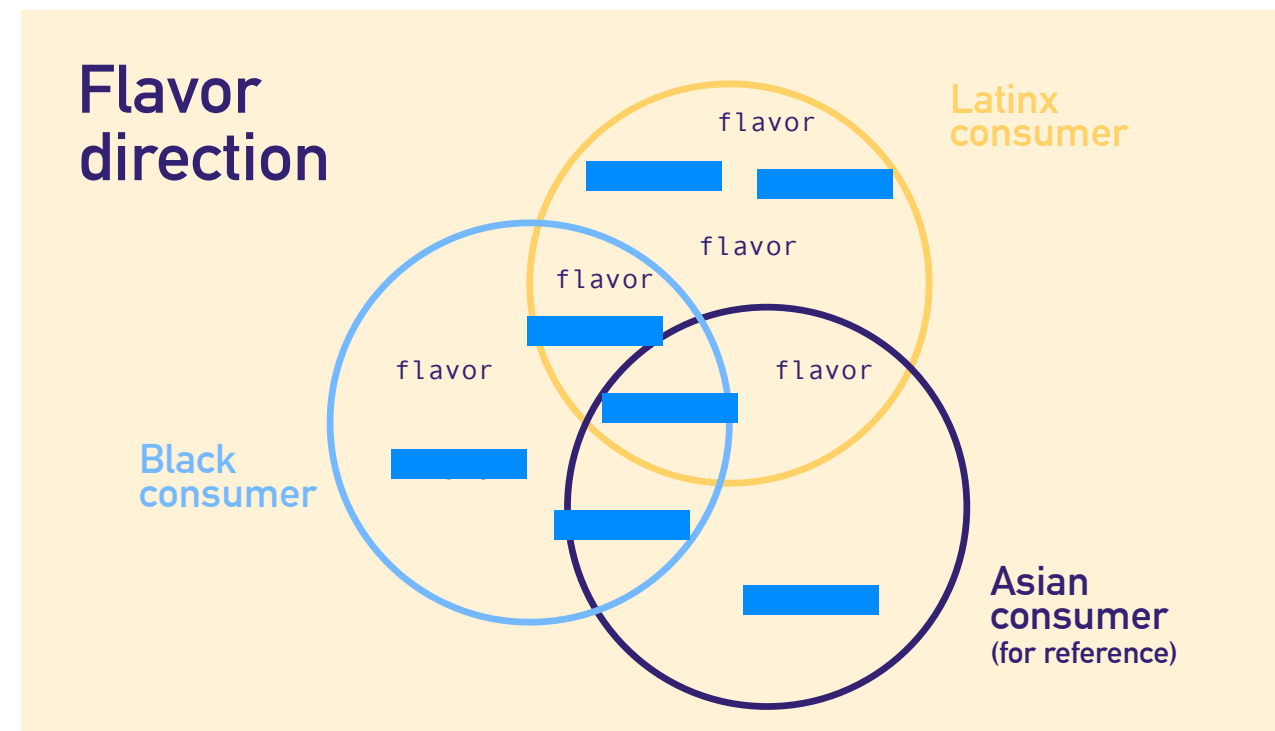
**Shifting from region 1 to 3  
became the key recommendation  
the report story was built around.**

Feedback:

“I love love love  
this matrix.” -- SA  
(VP of Insights)

“This is a clear next step that we can  
start implementing now. We need to  
start using this immediately.” -- FK  
(Marketing Director)

One opportunity area was creating flavors that resonated with consumers. The research confirmed this: in one Latinx triad interview, the friends fought over specific flavors.



Comparing requested flavors with existing, AquaBloom did have some of the right flavors, but often they were hybrids (eg sriracha-tajin\*) that didn't resonate with specific cultural identities. I recommended to simplify to truly represent. \*Not a real flavor

Feedback:

“[Central flavor] has been highly asked for. That’s an easy win.” -- LH

“Let’s have another meeting to drill into these flavors. Rich stuff.” -- FK

