

Consumer Video Data: What We're Extracting & Why

Planning document for accent lighting installation insights

The Big Picture

We have three data sources mapping the lighting opportunity space:

1. **Keyword Dragnet** (already complete): What problems consumers talk about online
2. **Consumer Videos** (this document): Why those problems matter and what workarounds look like
3. **Survey Data**: How many people have each problem and which hurt most

Consumer videos give us: The voice, the struggle, the workarounds. This is where we prove the pain is real and understand what solutions look like today.

What These 15 Videos Tell Us

The Setup

- 15 consumers who installed accent lighting to illuminate art/photos in the past year
- Each answered 11 questions via video
- All did the installation themselves
- Mix of battery-powered and hardwired solutions

The Four Things We're Hunting

1 THE PROBLEM THEY'RE SOLVING

Discussion Guide Activities 2, 3, 5

Not "illuminate art"—that's obvious. We need the *real* job: Is it "make my rental feel intentional"? "Create a focal point guests notice"? "Solve the dark wall problem without wiring"? The motivation and benefits questions reveal this.

2 WHERE INSTALLATION BREAKS DOWN

Activities 6, 7, 8

The step-by-step walkthrough, tools used, and pain points questions show: What took forever, what didn't work, what they wish existed, where they improvised. This is where 3M opportunities hide.

3 HOW THEY'RE USING 3M PRODUCTS NOW

Activity 7 specifically asks about mounting hardware

Looking for: "Used Command hooks to...", "Adhesive failed so I...", "Wish there was a damage-free way to..." Both successes (validate existing products) and failures (R&D opportunities).

4 WHAT SUCCESS LOOKS LIKE

Activities 3, 9, 10

When they describe how the completed project makes them feel and what they'd want in a perfect world, we get the golden moments. This defines the win.

How This Maps to Final Concepts

Each of the 5 concept statements needs:

Concept Component	Comes From Consumer Videos
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Problem statement	Activities 3, 8: "I was trying to..." and "The hard part was..."
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Concept Component	Comes From Consumer Videos
Verbatims	Direct quotes from any activity that bring the pain to life
3M angle	Activity 7 + workarounds: Where Command/Scotch already appear or should
Golden moment	Activities 3, 10: "Now it feels..." and "Must-have features"

What consumer videos DON'T give us: Scale, prevalence, market size. That's what survey data is for.

The Deliverable After Video Analysis

A synthesis document with:

1. **Top 5-7 Pain Points** from installation process, ranked by severity
2. **Verbatim Library** organized by theme (15-20 best quotes)
3. **3M Adjacency Map** showing where products appear today + white space
4. **Golden Moment Definitions** in consumer language
5. **Workaround Inventory** showing compensating behaviors

This feeds directly into concept development.

Why This Works

For R&D: Consumer voice makes the problem real. Seeing someone struggle on video beats any data table.

For Concepts: Verbatims prove the pain is worth solving. "I spent 3 hours trying to get this positioned right and it still fell down" is more powerful than "installation friction."

For Strategy: Workarounds show where the market has already validated demand. If 8 of 15 people rigged Command hooks in creative ways, that's a product opportunity.

Next Step

After client approval, we'll code the videos and extract insights. But first—does this framing make sense for what you need from the consumer data?