

# Consumer Video Data: Extraction Framework

*Core = Voices · Lighting Opportunity Mapping*

**Prepared for**

3M Strategic Innovation Office

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## The Setup

**Sample:** 15 consumers who installed accent lighting to illuminate art/photos in past year

**Format:** Video responses to 11-question discussion guide

**Profile:** DIY-confident, active decorators, self-installed battery or hardwired solutions

## What 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.

## Four Things We're Hunting

- |                                 |   |
|---------------------------------|---|
| <b>1. The Real Problem</b>      | Not "illuminate art"—the underlying job. Is it "make rental feel intentional" or "create focal points guests notice"? Activities 2, 3, 5 reveal this. |
| <b>2. Installation Friction</b> | Where the process breaks: what took forever, what didn't work, what they improvised. Activities 6, 7, 8 show where 3M opportunities hide.             |
| <b>3. 3M Products Today</b>     | Activity 7 asks about mounting hardware. Looking for: "Used Command hooks to..." and "Adhesive failed so..." Both successes and failures matter.      |
| <b>4. Golden Moments</b>        | How completed projects make them feel. Activities 3, 9, 10 define what success looks like in their words.   |

## How This Maps to Final Concepts

Concept Component	Comes From Videos
Problem statement	"I was trying to..." and "The hard part was..."
Verbatims	Direct quotes that bring pain to life
3M angle	Where Command/Scotch appear or should
Golden moment	"Now it feels..." and must-have features

### Post-Analysis Deliverable

- **Top 5-7 Pain Points** ranked by severity
- **Verbatim Library** with 15-20 best quotes organized by theme
- **3M Adjacency Map** showing current use + white space
- **Golden Moments** in consumer language
- **Workaround Inventory** showing compensating behaviors

**What videos don't give us:** Scale, prevalence, market size. That comes from survey data. Videos provide the consumer voice that makes R&D care and the proof that pain is worth solving.