

Lighting Opportunity Mapping

OFFBRAIN INSIGHTS · INSIGHT ENGINE PROPOSAL

A clear map of where 3M Lighting can win next.

Prepared for

3M Strategic Innovation Office

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Project Lead

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Overview

Focus - We bring together 3M's lighting research and new consumer signals into one clear map of opportunity.

What we deliver - Opportunity Map (where Jobs, pain points, and consumer language meet), Golden Moments (breakthrough end-states when consumers truly feel the value of lighting), and Consumer Guide (overview of contexts, language, and pain points).

Expected result - Your teams will have the ingredients to make confident, consumer-aligned innovation moves in lighting.

Engagement Snapshot

Timeline: 2 weeks

Deliverables: 3 applied tools

Working style: Structured check-ins, collaborative build

Why This Matters

Consumers don't communicate only in surveys and open-end responses - they talk in frustrations, hacks, and workarounds strewn all over the internet. By listening across three structured data sources, we reveal not only what matters but how to act on it.

Data Sources and Sample

Core = Voices

Selfie videos from target consumers (collected by 3M)
n=10-15 qualitative video responses

Key Questions

- "What lighting do you use most, and why?"
- "Describe a time when your lighting failed you."
- "What's the best your lighting has ever worked?"

What it adds: Ground truth for Jobs and pains; the scaffolding for consumer reality.

Content = Videos

YouTube + DIY creator content

100-150 videos scanned;
20-30 coded in detail.

Key Questions

- "What problems are teachers and DIY guides trying to solve?"
- "What fixes keep repeating?"

What it adds: Shows how educators and tinkerers define the category, revealing repeated pain points and emerging blueprints.

Current = Social

Reddit, Pintrest, shortform video (Tiktok, Reels, Shorts), X/Twitter, Threads, IG

200+ posts coded; emphasis on styles, painpoints, hacks, and shareable moments

Key Questions

- "Which pain points are most shared?"
- "What hacks or wins get traction?"
- "What are shareable moments?"
- "What are the DIY trends?"

What it adds: Captures what spreads and sticks, helping us rank salience and see cultural pull.

How It Flows

Kickoff

Align on scope, inputs, and category language.

Confirmed work plan

Check-In

Share draft Opportunity Map and first Golden Moments.

Draft map + clips/quotes bundle

Final	Deliver Opportunity Map, Golden Moments catalog, and Activation Guide.	All deliverables + methods appendix
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Deliverables

Opportunity Map	A one-page view of where consumer Jobs and pain points align with 3M's adjacent product space [<i>adjacency criteria is optional</i>].	Helps teams see where unmet needs live, which areas are over-served, and where 3M can combine existing assets for new solutions.
Key Moments Inspo	3-5 consumer "aha" states - when lighting proves its value in daily life. Each tied to Jobs, pains, and product cues.	Design and marketing can orient toward creating more of these moments, guiding both briefs and prototypes.
Consumer Guide	Rich context about consumer language, contexts, and mental taxonomies for lighting projects.	Keeps all jobs centered on authentic consumer context.

This / Not That

This project IS:

Consumer-driven mapping of Jobs, pain points, and category language. Cross-source synthesis (Core Voices-consumer videos, How-To Beacon-YouTube DIY analysis, Social Current-category taxonomies and consumer language). Evidence-linked deliverables that teams can use directly in briefs and planning.

This project is NOT:

A traditional quant survey with statistical significance. Market sizing or pricing analysis. Full product design or concept development. Ideation or feedback in product ideas. A one-time report with no working files - everything is reusable.

Appendix: Methods and Inputs

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A. Search & Source Queries Needs client input.

Reddit / Forums

- Queries: "home lighting problems", "DIY lighting setup", "bedroom lighting frustration", "kitchen lighting fix / upgrade", "motion sensor lighting issues", "LED vs fluorescent headaches / eyestrain"
- Filters: Past 2 years, 100+ upvotes when available.

YouTube / DIY Videos

- Queries: "how to install under-cabinet lighting", "fix flickering lights", "best lighting for home office", "bedroom ambient lighting ideas", "DIY smart lighting setup"
- Filters: >10k views, posted within 3 years, comments enabled.

Social Media / Short-form

- Queries: TikTok/Instagram: "lighting hacks" / "DIY lighting tips"; Twitter/X: "can't stand my lighting" / "home lighting regret"
- Filters: Virality (shares, likes), relevant hashtags (#DIYLighting, #SmartHomeLighting).

B. Terminology for Category Scan Needs client input.

Functional terms	brightness, dimmable, glare, motion sensor, task lighting, ambient lighting, color temperature, dim-to-warm
Pain points	harsh, flicker, eyestrain, glare, dark corners, uneven, wiring issues
Outcome terms	cozy, focused, glare-free, energy-saving, easy install, "set and forget"
Workarounds/ hacks	lamps, LED strips, timers, smart bulbs, makeshift covers, diffusers

C. Adjacent 3M Products **Needs client input.**

We will anchor opportunity mapping in relation to existing 3M strengths and adjacencies, including: Command hooks/strips (ease of install / removable), Scotch tapes (mounting / insulating), 3M adhesives for LED fixtures, Post-it flags/labels (user guidance, setup aids), 3M films/diffusers (optics, surface treatment). The map will show where these can be combined or adapted for lighting solutions.

F. Golden Moments Exploration

Definition

The end-state where consumers feel lighting has "earned its keep."

Example triggers

- No more midnight stumbles - motion sensor works perfectly.
- Mood shift - dim-to-warm makes dining calm.
- Productivity gain - task lighting removes eyestrain.

Method: tag and cluster these across Core Voices, then validate resonance in Social Current.