

SAMI Drivers AI - Executive Summary

Feature & Benefit Classification (Kano Model)

- Classify features as Table Stakes, Performance Drivers, or Delighters.
- Use interview and emotional data for B2B and consumer segmentation.

Repeat Usage & Habit Loops

- Detect emotional and behavioral drivers of repeated engagement.
- B2B: Contract renewal and multi-role usage.
- Consumer: Habit triggers, stickiness, frequency.

Market Potential Assessment

- Score ideas for uniqueness, feasibility, scalability.
- Use TAM estimation and innovation scorecards to prioritize.

Concept Appeal & Message Testing

- Measure NPS delta, claim believability, message clarity, motivation to switch.
- Use blinded comparisons and first-impression testing.

Strategic Alignment Scoring

- Score based on brand fit, margin potential, and channel synergy.
- Use scores to align roadmaps.

Templates & Scorecards

- Innovation scorecard, Impact vs Effort matrix, Segment-based drivers summary.
- Advanced tools: economic value maps, committee journeys, scarcity message testing.