

Hearing Direct: Assumptions and Evidence							
Assumptions	Done	TRUE	FALSE	OTHER	Insight	Opportunity	Evidence (quote or video link)
Section title							
The most important differentiator for hearing aids is the type (ITE / BTE / RIC / CIC)	✓			✓	Most users were conscious about how their hearing aid looked. A lot of them said "I'm vain". For people with longer hair a behind the device was good and subtle. For NHS patients there hadn't been an option.		
Customers understand the difference and pros and cons of each type of hearing aid	✓			✓	It was more subjective. Based on what was the main priority for different users.		
Price point is the main determinant as to which device within a type category is purchased	✓	✓			It was the first thing. People didn't want to spend more than needed.		I would compare the hearing aids from lowest to highest price'
Price is the main reason someone would choose HD rather than a competitor	Alpha			✓	We spoke to non-customers. Users noticed that HD was significantly different in price to the "bricks and mortar" high street audiologists.	Explore in Alpha with HD customers	
The '30 Day money back guarantee' is a source of comfort to potential customers	✓	✓			Specsavers offer 90 day. Boots 60 day. "You have to get used to wearing them" Some distrust about there being a catch with terms and conditions. People had questions about hygiene and suitable returns.		
Customers are more likely to buy if there's a try before you buy option	Alpha				"I'm from a different generation. You used to get something then hand over your money. Now you pay your money and then hope it arrives in the post"	Explore this concept more in Alpha if it's a potential business proposition.	
Customers only own 1 or 2 hearing aids	✓	✓			Most users owned only 1 hearing aid. One person had a "back up" device. 1 from the NHS and 1 from private audiologist. Wore them both in different situations depending on how visible they wanted the hearing aid to be.	Is there an opportunity for HD to provide cheaper back-up/spare devices for people who own £3k+ units, who may not be comfortable wearing such devices when running/sport/other situations? Is there a business prop when a device breaks they get a temp... Courtesy car	
Customers know how they would return the product	✓			✓	People described the returns process based on a general model of understanding from shopping online and not specifically HD		
Customers understand the category labels ("Discreet / Invisible") and they are of use to them	✓		✓		People had a guess at what each category could mean but often found it difficult to pin point clear differences	Alpha - card sort to look at how people define categories	
Using main navigation labels for both type ("ITE") and description ("discreet") is helpful	Alpha				People don't understand a lot of the language about hearing loss	Alpha - content design	
Customers know what features are available across the hearing aid range, and know which are important to them	✓		✓		People hadn't been offered features before if they had been through NHS. Beyond that in ear vs behind ear was the only differentiating feature. If they had been to private audiologist they had been offered 1 recommendation.		
Comparing on HD.com products is straightforward	✓		✓		Overall, it was difficult to compare. People talked about bookmarking and switching between tabs. This is something they do on lots of websites and not just HD.	Alpha - prototypes about comparing products	
Customers can easily tell which hearing aid is a step up/down from the model they are considering	✓		✓		Product names are very confusing. People thought HD was high definition.		
Customers only wish to filter and sort product pages by name and type	✓		✓		Because people found the product names confusing people used other ways of sorting through the products (eg price, in the ear or behind the ear)		
People wish to conduct general research of hearing loss and Hearing Aids on HD.com rather than just purchase	✓			✓	The majority of participants hadn't done research about their hearing loss online before but found the info on the HD website wasn't relevant to them		
HD.com is used by both first-time hearing aid buyers and people upgrading their devices	Alpha				first-time hearing aid buyers and NHS upgraders may be the same user group in the UK as all participants first port of call would be to go the GP to get a hearing test. Often participants expressed hearing loss being an emotive topic (many expressed sometimes feeling embarrassed, vulnerable, not wanting people to know) so would check with a dr face to face before getting an NHS hearing aid or buying elsewhere	Massive opportunity as a lot of people are unaware of hearing aid price ranges (HD offers a cheaper middle ground for those prepared to upgrade from a free hearing aid compared to a £2000/£3000 typical of other private sector brands	

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Customers will seek expert advice from audiologists before purchasing	✓	✓			Because hearing loss is a sensitive, personal and health related topic, people want expert/professional advice - hearing it is one of the key senses and is so fundamental for communication and quality of life - being reassured by an expert is key for people	How can hearing direct try match the same amount of trust, reassurance and support people get from using the NH service and physically seeing an audiologist expert?		
Customers place value in customer reviews	✓			✓	People were often cautious/dubious of reviews but many had said they use them to gauge a value of a product but how they did this varied			
Lack of customers reviews on a product would not put off a customer purchasing	✓	✓			Only one participant explicitly said a lack of reviews would put them off as they wouldn't want to 'be a guinea pig' for any product, but overall, because people had mixed trust in reviews, it may come into purchase decision but wouldn't be of the highest importance			
Customers are confident and comfortable with purchasing online	Alpha			✓	Participants felt comfortable shopping online in general (although a minority of participants didn't do it that often or would get family to check a purchase) However - customers expressed feeling more unsure when purchasing a health related hearing products online	Need to validate who the actual HD customers are - is the typical age bracket who are wearing the hearing aids actually purchasing the hearing aids/products themselves? Also are most Hearing aid wearers digitally confident? - Potential to offer cheaper HA to the digitally less confident user group who are missing fundamental Hearing support		
Customers place value in after sales care when choosing where to buy	✓	✓			Participants first port of call was always NHS/brick and mortar - knowing they are part of a service where they can go back and speak to a professional audiologist face to face regarding their hearing aid is a fundamental comfort/need for people			
Customers understand the benefits of getting their first hearing aid, and believe its worth it	✓			✓	Participants are often forced to get a HA by others. People understand hearing aids can help but they don't cure your hearing. Some participants (especially who have never worn a hearing aid or have recently got one) explained they can make do without - or wear one instead of two. Others recognise when they don't wear them, how much they should	HD can do more to ensure customers understand specific benefits they may get from buying a certain hearing aid		
Customers are open to multiple channel touchpoints with HD (chatbot, facebook messenger, SMS, email, Whatsapp, Outbound call)	✓							
Customers would welcome and join an online community to share hints and tips	Alpha							
Customers would be more likely to use HD.com in future if there was a rewards or loyalty scheme	Alpha							
The current product naming convention is useful for potential customers (e.g. it makes it clear of the implied hierarchy of products)	✓		✓		Current product naming convention confused most people. It didn't help them learn about the product and its benefits.			
Customers understand why they need to submit an audiology report and/or do the online hearing test	✓			✓	People didn't have an audiology report. Some didn't know what one was. There was an interest in the online hearing test but people weren't sure how it replaced a real audiology assessment.	Alpha - Explore online hearing tests. Find out about the user group that are sending audiology reports to Joan - who are they? why do they have a copy of their audiology report?		
Brand is an important factor in purchasing hearing accessories	✓	✓			People recognised what brand their batteries were and assumed they would need to buy the correct brand for their hearing aid.			
The product catalogue (physical) is useful to the customers	Alpha							
Customers understand 'one size fits all' and whether 'Domes' are required	Alpha							
Customers understand which accessories they will need	✓		✓		People didn't know the terminology for the accessories. They didn't know what wax guards or domes were.			
Customer know what's 'in the box'	✓			✓	People have an expectation. "Well I presume it has the instructions"			

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Customers understand which ear they will buying for, or whether a second aid is worthwhile to them	✓				Mixed advice from audiologists. Some have been told one ear is bad but there is a benefit to wearing two. Others just wore a hearing aid in their "bad ear"			
Customers will not persist with a new device that doesn't meet their expectations or try adding a second device before 'giving up' and returning						How do HD turn returns into upsells (try before you buy on 2nd device)		
Customers are aware of whether a product is in stock, or when it will become restocked	Alpha							
Customers are aware of how long delivery will take	Alpha							
Customers can manage the repeat purchasing of their perishables, and wouldn't use a subscription service	✓			✓	People would be interested in reminders. Getting batteries and accessories in the post was more convenient than having to go to a store. "Much better because you don't have the faff of parking" "I would expect that lots of people with hearing loss are older and so it's easier to get post than go out to the shops"			
Customers know which batteries they need	✓	✓			NHS patients didn't know the type off-by-heart but knew they could find out by looking at the packet. Private patients often knew the size without checking the packet.			
Customers know how long the batteries will last	✓	✓			People had a good idea of how long their batteries lasted for.			
People understand and like the brand tagline	✓			✓	People were indifferent about the brand tag line.			
People like the logo and brand name	✓			✓	People were indifferent about the logo and brand name. The appearance of the homepage had more of an impact on brand perception. ["Find quote about it looking cheap"]			
Customers will compare hearing aids across a number of websites	Alpha			✓	NHS customers don't get an option. People with private audiology are often given one option and it's presented in a very bespoke way. These people didn't question price, features or the recommendation.			
Some customers are buying for other people	Alpha			✓	Spoke to 1 user who had her daughter with her. Specially discussed hearing aid and not accessories or other devices. Daughter took the lead on product analysis and comparison. The daughter was far more confident to buy online and wanted a guarantee about how easy it was to return.	Alpha - research to validate the user group: 1. people buying for others as a gift 2. people buying with others to help them make the right purchase.		
They know how to determine which products will be helpful for their loved one	Alpha			✓	The person we spoke to had a fairly good idea of what they thought their mother would like. But was willing to "have a go" so long as she was confident she could return it if not right.			
They know the details of their loved one's hearing condition	Alpha							
Customers will use social media as a resource, and to seek social proofing	Alpha							
Customers schedule and attend regular hearing check ups to monitor their needs	✓	✓			NHS and private audiologists schedule annual or bi-annual check ups.			