

CASE STUDY – 10EQS CrowdSolved Industry Innovation & Trend Analysis

The Future of Mobile Apps for Women

BACKGROUND

- The client was interested in understanding the women's market for mobile applications from a consumer and professional/business perspective, with a primary focus on healthcare, retail, and financial services. The goals of the study were to identify short-term opportunities for the client's application platform, and to shape the longer-term mobile applications strategy in North America.

10EQS APPROACH

- Identified experts from key verticals (Healthcare, Finance, Retail, Telecom, & Other), focusing on their experience in marketing, analytics, innovation and customer experience. Developed a comprehensive point-of-view that synthesized numerous perspectives.

KEY STATS

Project Type: Industry Innovation & Trend Analysis

Delivery: 5 weeks






Team: 1 Collaboration Manager, 3 Business Analysts, 50 Experts



RESULTS

- This project's insights were used to design, construct and deliver an enterprise software product for the providers of mobile applications.
- The study was widely distributed throughout the company and became foundational to their understanding of behavioral aspects of female app users in North America.

Experts Interviewed

Health Care 	Finance 	Retail 	Telecom / Mobile 	Other Visionaries 
CEO of Health Care Innovations Company (Past McKinsey)	SVP of Technology for Major Consumer Mutual Fund (Past Accenture Partner)	On-line Entrepreneur in Entertainment / Hospitality (Past McKinsey)	VP Marketing at Youth Interactive Games Co. Previous Digital Marketplace Leader	Predictive Analytics Consultant with Specialty in Social Media / Youth Segment
Mobile Strategist at Integrated Health Care Provider and Hospital	Current McKinsey Principal focusing on IT in Finance Sector	Visionary, Independent Fashion / Retail Concept Designer	Mobile and End-User Strategy Director at Top Tablet OEM	Managing Director at Venture Capital Firm
Expert Advisor to Danish Govt. on Health Care Issues	Mobile Applications Commercial Manager for Financial Services Co.	VP of Commercial Operations at Digital Music Company	Former Product Manager for Mobile Applications at Global Software Giant	Well-known women's life coach, trend watcher and author
M.D. and Founder of Health Care Cost Control Company	Advisor to Canada Govt. on Mobile and Innovative Payment Systems	Social Media and mCommerce Lead at Lingerie Retailer	Senior Product Manager for eReader Device	Entrepreneur / Thought Leader in Social Media and Social Curation
CMO for Real-Time Provider of Disease Management Programs	Executive Vice President for Marketing at Investment Firm	Product Manager: User Experience at Big Box Department Store	Marketing Director for Mobile/Cloud Services at Fortune 50 Co.	Consulting CEO & author. Named one of 2011's Top 50 Business Thinkers
Sr. Dir. Clinical & Business Intelligence at HIMSS & Claims Processing Expert	Senior Manager, Digital Strategy for Major Credit Card Company	CIO at Cosmetics Company Focused on Youth, Hip Segment	Mobile Platforms Product Manager for Major Media Company	Female Trend Forecaster and Product Designer
Health Care User Mobile Experience Expert	10EQS Engagement Manager with Deep Retail Banking Expertise	Customer Experience Manager at Major Apparel Retailer	VP Marketing for Mobile Applications Development Firm	VP at Mobile Emerging and Multi-Device Advisory Agency
M.D. and District Health Director for County Government	Senior Manager for Mobility at Mobile Credit Card Company	Director of Multichannel at Major Big Box Store	Director of Mobility Ecosystem Services at Device Manufacturer	Social Media Strategist and Trend Watcher
Emergency Room Physician and 2012 Telemedicine Conferee	10EQS Engagement Manager with Deep Investment Bank Expertise	Project Manager for Retail Beverage Company	"Promobilizer" Marketing Strategist	Senior Audience Manager for Major Applications Co
Angel Investor for Women's Health Care Start-Ups	Product Manager at Electronics Payments Company	Expert in Retail Mobile Payments and Couponing +1 more	GM with 15 years of Telecommunications, Media and Technology	CEO at Eco-Housing Firm. 1 of 30 Most Creative Minds by <i>Fast Magazine</i>