



SEGMENTATION IN THE ONLINE EDUCATION SPACE

THE RIDDLE

Our client, an online provider of classes and tutorials, was expanding its offering to be relevant to a wider audience with a broader spectrum of hobbies and passions. Through this expansion, the company was looking to increase its total addressable market, by both increasing the breadth of categories and attracting new types of customers.

THE WORK

- Internal interviews and workshops to help the company articulate the new direction and begin to think about new types of customers they hoped to attract (demographic, psychographic, and behavioral characteristics of the perceived ideal customer).
- Deep-dive qualitative research: 2-week online/mobile ethnography with hobbyists and enthusiasts across the United States to build a knowledge base of how they approach learning, doing, and sharing their passions.
- Quantitative survey with broader addressable market to develop an attitudinal and behavioral segmentation based on how people approached their hobbies.

THE SOLUTION

Quonundrums research revealed three potential segments (out of six total segments) that were addressable and attractive to target. We then devised a creative workshop/ideation session with internal marketing and product teams to identify and select the most appropriate segments for the new business directive. These segments allowed the company to target new types of clients with an updated, differentiated offering, while serving the legacy customers with the traditional product.

A full suite of creative tools including posters and a segment booklet introduced the whole company to the new target customers in ways that took them from page to center stage.