

OEM型 クイックレポートイメージ (英語版)

1. Survey Outline

1-1. Background

- Although the absolute number of tenants in the Tokyo metropolitan area is increasing, more tenants are attracted to apartments, which require no security deposit and offer more affordable rents. As a result, property owners are finding it difficult to rent their properties in a renter's market.
- More men and women stay single in Japan and the population is becoming more centralized in the metropolitan area. Although the average apartment rent has decreased, bathroom and toilet have become a standard feature of apartments. Our prefabricated bathroom units designed for condos have been installed in new apartments and existing apartments at the time of remodeling.
- Our target is to develop and sell attractive bathroom units for apartment/condo owners so they can offer differentiated properties for single persons.

1-2. Objectives

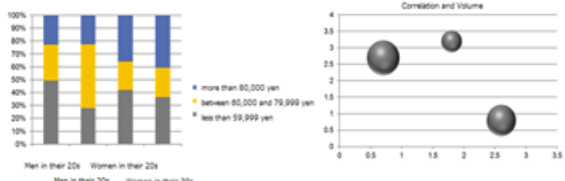
- **Primary Objective**
Find out what single persons renting an apartment or a condo want in the bathroom to develop new products. Based on their needs, clarify necessary elements that make small bathroom spaces more comfortable.
- **Secondary Objective**
Identify new sales methods and ideas through communications of the existing products with the interviewees.

1-3. Target Audience

- **Recruitment Hypothesis**
Men and women who are renting an apartment or a condo located within 50 kilometers of the metropolitan area and have some interest in bathroom space. Based on hypothesis that their rent amount might be related to the level of attention to the bathroom features when selecting the current rental property, the target audience is divided into groups of different rent amount.

Group	Group 1	Group 2	Group 3	Group 4
Condition 1	Single males younger than 40 years old	Single males younger than 40 years old	Single females younger than 40 years old	Single females younger than 40 years old
Condition 2	Lives in an apartment or a condo located within 50km of the metropolitan area with a rent of between 60,000 and 79,999yen	Lives in an apartment or a condo located within 50km of the metropolitan area with a rent of over 80,000 yen	Lives in an apartment or a condo located within 50km of the metropolitan area with a rent of between 60,000 and 79,999 yen	Lives in an apartment or a condo located within 50km of the metropolitan area with a rent of over 80,000 yen
Condition 3	Lives in an apartment or a condo that has a separate toilet and a bathroom			
Condition 4	Uses the bathroom more than four times a week			
Interview Date & Time	Saturday, Dec. 30 th 10 a.m.-2 p.m.	Saturday, Dec. 30 th 2 p.m.-4 p.m.	Saturday, Dec. 30 th 10 a.m.-2 p.m.	Saturday, Dec. 30 th 2 p.m.-4 p.m.

1-4. Data of Recruited Audience



3. Moderator's Impression

Phase	Time	Questions	Conditions
1. Introduction	15 min.	1. Greeting and briefing 2. Self-introduction of the interviewees 3. About the current apartment/condo	Group 1 Single Males. Monthly rent range: 60,000-79,999 yen
2. Awareness of household equipment brands	25 min.	1. About daily bath/shower routine 1-1. Bath/shower routine 1-2. Bathroom features 1-3. Likes and dislikes about the bathroom 2. Bathroom features as a determining factor 2-1. Bathroom features the interviewees checked when selecting the current apartment/condo 2-2. Which bathroom features do you like, dislike, and compromise? 3. About household equipment brands 3-1. Which household equipment brands do you know? (Unaided brand awareness question) 3-2. Please talk free about the images of household equipment brands in regard to the design, spaciousness, utility, etc.	<ul style="list-style-type: none"> ■ Infrequent use of a bathtub Most of the interviewees just take shower on weekdays without soaking in a bathtub because they work late hours. They mostly talked about "washing themselves" using words like "quickly" and "take same time" rather than taking a bath. ■ Least attention to the bathroom features when selecting the current apartment/condo They looked for cheaper rental properties located more than 50km from the metropolitan area. They compared the size, internet connection, and bicycle parking of each property that stay within their budget. The rooms have sufficient sunlight since the apartment is located in the less congested suburban area. They are more concerned about the kitchen size rather than the bathroom size or having a separated toilet room. ■ Not interested in many household equipment brands Never checked the name of manufacturers of household equipment installed in their apartment/condo. Low brand awareness.
3. First Impression	20 min.	1. Presentation of bathroom suite concepts and the first impression 1-1. About the attractive features of the bathroom suite concepts - What is your first impression? - What words had a strong impact? 2. What are the differences from the conventional bathrooms? Do you think the bathroom concepts will have an influence on your daily shower/bath routine? 3. Do you think renting an apartment or a condo equipped with one of the bathroom suites will be more expensive?	<ul style="list-style-type: none"> ■ Interested in the shower feature of the bathroom concepts Some interviewees liked the shower feature for its capability of enabling a quieter shower rather than the spaciousness and good drainage, while others like its capability of adjusting the water pressure and the water flow direction. Many of them said that they would want to add more burners in the kitchen rather than features of the bathroom concepts if the current rent was to increase due to the addition.
4. Product Presentation and Evaluation	40 min.	2. Evaluation of the bathroom suite products (1) About the attractive features of the bathroom suite products presented in the storyboard - Which feature made the biggest impression on you? - Do these products live up to your expectations? - Would you pay extra rent if you have a bathroom suite like these in your apartment/condo?	<ul style="list-style-type: none"> ■ Preference for the open bathroom design Three interviewees preferred the sharp design and three others preferred the natural design. The bathroom concept that is bright and open with a simple design was their favorite. Since the bathtub is rarely used, they were more concerned about the shower feature. ■ Lack of interest in the bathroom space They were not interested in soaking in a bathtub on a daily basis, but looking at the spacious bathtub sparked their interest in taking a long, hot bath.
5. Attractive bathroom space in rental properties	15 min.	1. Create awareness of the bathroom space in rental properties 1-1. Please write down bathroom features you use, time spent in the bathroom, and your bath/shower routine. 1-2. Please discuss about features you want in the bathroom. (Based on the interview result of the Phase 1 to 4, understand the differences that each interviewee wants in the bathroom and determine their ideal bathroom.)	<ul style="list-style-type: none"> ■ Realized the lack of interest in the bathroom space Many interviewees realized that they always try to shower as fast as they can and that they don't consider their bathroom as a place to enjoy a long bath as they would at a hot spring. Many said that they would not be able to have a spacious bathroom considering the current lifestyle. ■ Interest in features that make it easier to shower The average bathroom time of this group is only eight minutes long. As the discussion progressed, they were taking more about shower features such as improvement of the shower room function and automated shower instead of the bathtub features.

2. Interview Flow

2-1. Detailed Interview Flow for Moderator

Prepared on ____, 2015

Phase	Time	Questions	Purpose	Presentation Materials
1. Introduction	15 min.	1. Greeting and briefing 2. Self-introduction of the interviewees including name, family members living together, and occupation 3. About the current apartment/condo	Build rapport	
2. Awareness of household equipment brands	25 min.	1. About daily bath/shower routine (1) Tell us about your bath/shower routine on weekdays and weekends and what is equipped in your bathroom such as a bathtub and washing area. 2. Bathroom features as a determining factor (1) Which bathroom features did you check when selecting the current apartment/condo? What did you like or dislike about the bathroom at the time of leasing? 3. About household equipment brands (1) Which household equipment brands do you know? (Unaided brand awareness question) (2) Please talk freely about the image of household equipment brands you mentioned. Identify: - Differences in the image of each brand - What the interviewees are interested in or want from household equipment such as functionality, spaciousness, and utility. - Reasons for selecting the current apartment/condo	Refer to the pre-interview questionnaire and assess the interviewees' interest in the bathroom space efficiently. Understand the interviewees' brand awareness and recognition Find out if their knowledge and image about the household equipment brands became the determining factor for selecting the current apartment/condo.	Pre-interview questionnaire and the floor plan of the interviewees' bathroom (presented on a computer monitor)
3. First Impression	20 min.	1. Presentation of bathroom suite concepts and the first impression (1) About attractive features of the bathroom suite concepts - What is your first impression? - What words had a strong impact? (2) What are the differences from the conventional bathrooms? Do you think the bathroom concepts will have an influence on your daily shower/bath routine? (3) Do you think renting an apartment or a condo equipped with one of the bathroom suites will be more expensive?	Identify the interviewees' impression of the new bathroom suite concepts. Understand the relationship between the impression and the features that they liked when selecting the current apartment/condo.	Concept sheet (presented on a computer monitor)
4. Product Presentation and Evaluation	40 min.	2. Evaluation of the bathroom suite products (1) About the attractive features of the bathroom suite products presented in the storyboard - Which feature made the biggest impression on you? - Do these products live up to your expectations? - Would you pay extra rent if you have a bathroom suite like these in your apartment/condo?	Identify the interviewees' impression of the new bathroom suite products. Understand the relationship between the impression and the features that they liked when selecting the current apartment/condo.	Product photo #1: Storyboard (presented and passed around by the moderator) Product photo #2: Storyboard (presented and passed around by the moderator)

4. Marketers' Impression During the Post-Interview Debriefing

This list shows the marketers' comments during the post-interview debriefing.

Comments on:	Debriefing 1 (After the interview of Group 1)	Debriefing 4 (After the interview of Group 4)
1. Interviewees	<ul style="list-style-type: none"> ● I heard that many single men were not in good financial shape, but things are worse than I thought. ● It sounds like their rents are taking a huge financial toll since they work full-time and cannot make extra money on the side. ● The majority of interviewees take shower only and do not wish to have a long soak in a bathtub. 	<ul style="list-style-type: none"> ● The best target of our products may be this group of women who are around 40 years old and pay the monthly rent of over 80,000 yen. ● They want to live a fulfilled life as a single woman. ● It seems that women want to enhance their living space as they age.
2. Initial objective (hypothesis)	<ul style="list-style-type: none"> ● They just want a shower space rather than a bath space. ● Rental properties equipped with our prefabricated bathroom unit will not attract their attention. ● We will not be able to offer benefits of purchasing our products to property owners who want to target potential tenants belonging to this group. 	<ul style="list-style-type: none"> ● Men emphasize functionality and design, but women are concerned about the ease of cleaning or brightness. There is a clear difference between their mentality. ● In rental condos for women, bathroom can be categorized as a space in the secure, relaxing environment.
3. Bathroom suite concepts	<ul style="list-style-type: none"> ● The bathroom is becoming more like a place to quickly wash yourself than a place for relaxation. So different concepts will be necessary for consumers belonging to this group. ● This could be an opportunity to take another look at our prefabricated bathroom units. Although it is a simplified construction, we should see it as a product that can upgrade showering experience. 	<ul style="list-style-type: none"> ● There is no demand for the downsized version of our family bathroom suites. ● Women who spend a long time in the bathroom are willing to pay extra rent for better bathroom features. These concepts can add value of rental properties, which can be differentiated from competitors.
4. Product evaluation	<ul style="list-style-type: none"> ● They gave a favorable evaluation to the product design, but I do not see potential need for the product. ● The word "sharp design" attracted their attention. It may have functional meaning to them. The product may be attractive to men in a different group who enjoy bath time. 	<ul style="list-style-type: none"> ● Proper ventilation and materials are necessary to repel mold and dirt. Since rental properties have limitations on the layout and air circulation, installing a better ventilation system is essential. ● I found out that the product designed for women is not necessarily accepted by women. The brighter color was more popular among the interviewees. It is important to use materials that function as part of the bathroom.
5. Future challenges		<ul style="list-style-type: none"> ● We need to come up with ways to communicate with developers, construction companies, architectural design offices, and building contractor's offices building different properties. ● Considering the production cost, it is necessary to do research on materials and specifications that can be used in the current production line.