

Market Research: Locket

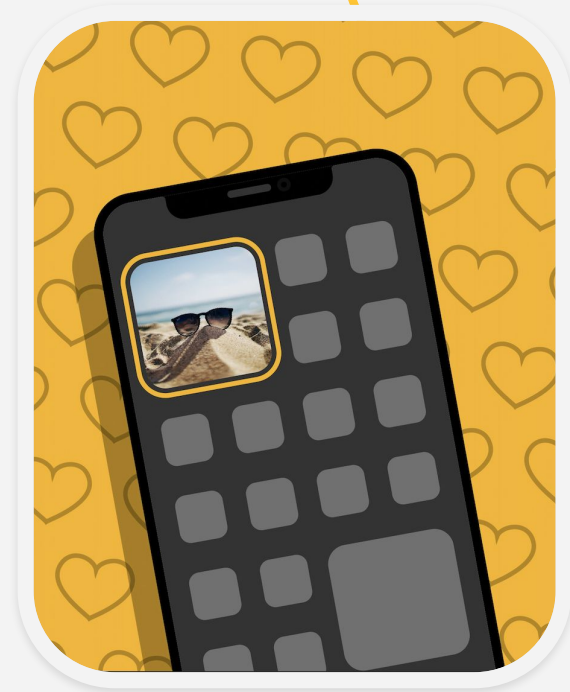
Constance Ge November, 2023

01

Introduction

Company Background

Summary of Findings



Company Background



Company Goal:

Help you feel more connected to your favorite people

Research Questions:

1. We have seen success in Saudi Arabia and Vietnam with relatively little international marketing in either region. Why has Locket taken off in these two countries?
2. Our success in these two countries indicates that Locket has staying power as a product. How can we achieve similar levels of success in the United States?

Summary of Findings



Reasons of success in Saudi Arabia & Vietnam

- Cultural and social context are important
- Values and psychoanalysis of each country's demographics translate to better online environment
- Users in Vietnam and SA have online communities that they trust, thus increasing the likelihood of adopting a new app



How to achieve success in the US Market

- Inherent quality of social media is important
- Close relationships is the core value of Locket
- Simplicity is the key strength of Locket
- Potential users focus more on real life

02

US Market Overview

Interview Overview & Interview Insights

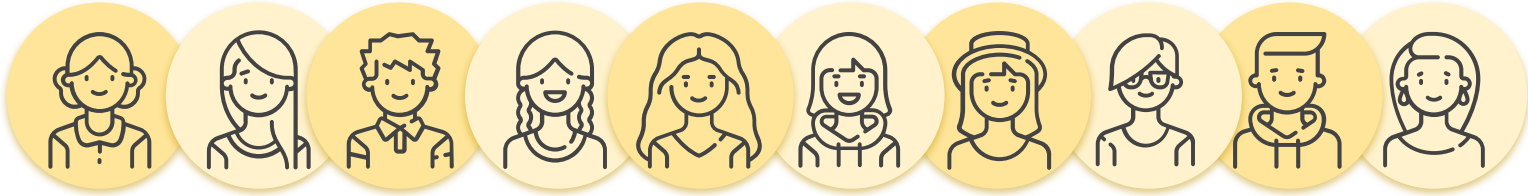
Survey Overview



Our Research Question

**How do we increase Locket's awareness
level in the United States?**

Interview Methodology



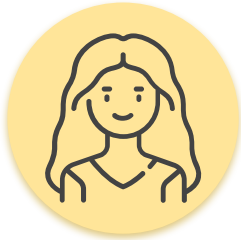
Sample

Total 10 participants, use of convenience sampling

Procedures

Interview questions about current social media usage, user behaviors, and perceptions of Locket

Interview Insights



Interviewee A

Q: After my introduction to Locket, what is your first impression of it?

A: Locket sounds like a small tool developed because of the IOS updates.



Reconstructing product value and brand strategy

Interview Insights



Interviewee B

Q: How likely are you to use Locket? Who will use with?

A: Maybe with 1-2 of my best friends. I would not use it with my boyfriend cuz I feel like it "pushes" him to send sth to me.



**Understanding target audience's
perceptions & behaviors**

Interview Insights



Interviewee C

Q: After my introduction to Locket, what is your first impression of it?

A: I feel like it's repetitive, I think there are already some social media with this function.



**Understanding Locket's market positioning
and competitors**

Interview Insights Summary



Educate Product Value

Needs to reconstruct brand
strategy and product value



Target Real Users

Needs to understand target
audience's perceptions & behaviors



Market Positioning

Needs to understand Locket's market
positioning and competitors

03

US Market Data Analysis

Survey Results



Survey Methodology

What motivates people to use Locket

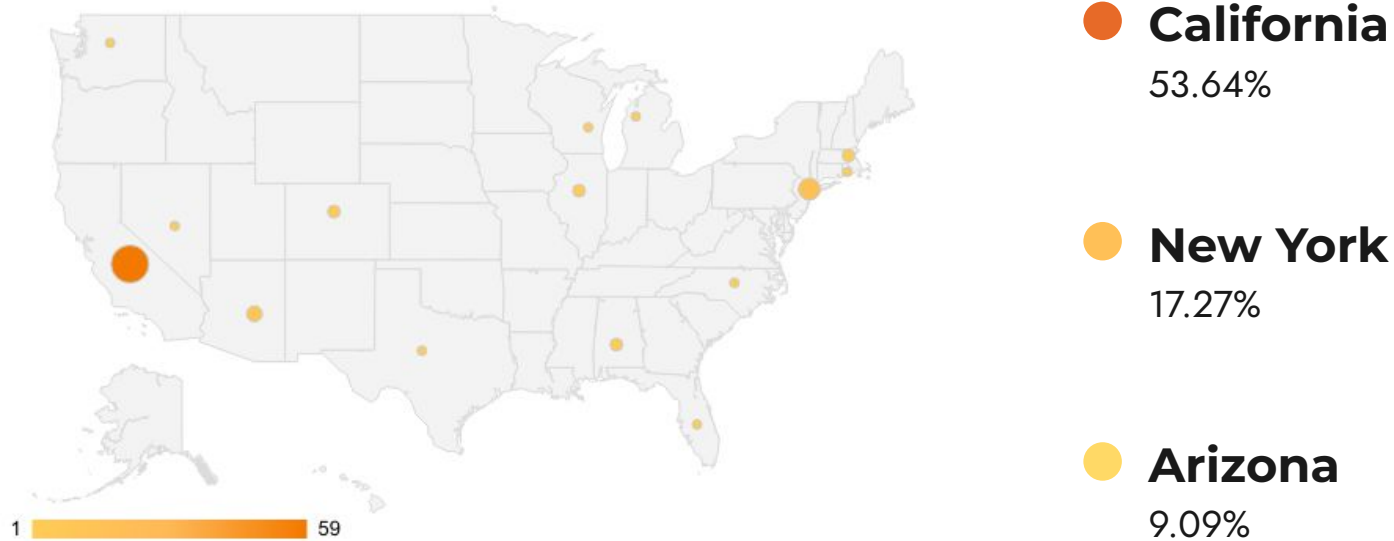
Sample

- Total 110 responses
- 70.9% female, 24.6% male
- 77.3% between 18-24 years old

Procedures

- Online survey through Qualtrics
- Regarding questions about social media usage, values, cultures, demographics

US Respondent Overview



Full data: [Appendix A](#)

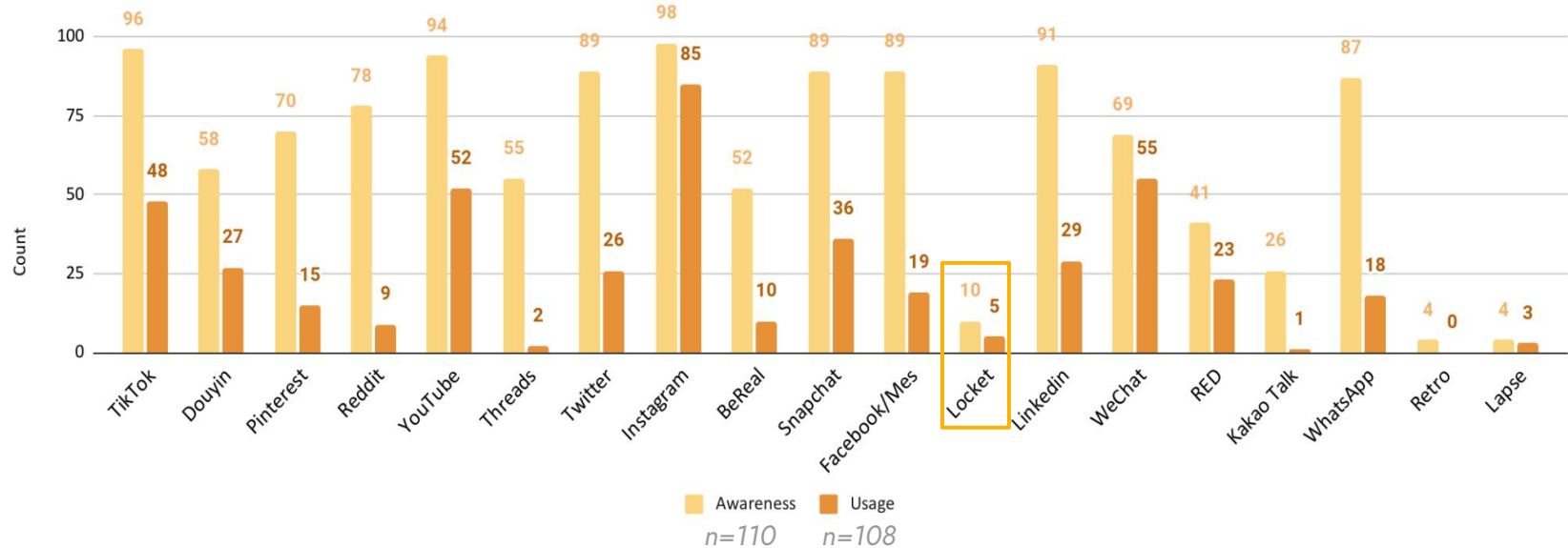


General Diagnostics

What are the behaviors and preferences of **US**
social media users?

In the US market,

Locket exhibits comparatively lower levels of awareness and usage when compared to other social media platforms.



Awareness: Which of these social media platforms have you heard of?

Usage: Which social media platforms are you actively using?



For US social media users,

Inherent quality and experience of one social media are the most important, other additional features are not the main thing to consider.

***Top 3 Important
Features***

(mean)

Privacy Setting	3.94
Ease of Use	3.93
Private & Group Chat	3.76

matrix question, n=108

1 - Very unimportant, 2 - Somewhat unimportant,
3 - Neither unimportant/important,
4 - Somewhat important, 5 - Very important

Top 3 Factors

Discouraging Usage

(percentage)

Frequent Bugs or Glitches	67.59%
Confusing Interface	63.89%
Privacy or Security Concerns	55.56%

multi-selection, n=108

Features: How important are the following functions in a social media app to you? ([Appendix C](#))

Issues Discouraging Usage: Which of the following problems or components would discourage you from using one social media? ([Appendix D](#))





Locket Perception and Usage

How do **Locket current users** feel about it?

According to current Locket users,

Close relationships are the primary focus, also serving as the main channel for awareness and adoption of the app.

***Users Use
Locket With (Count)***

Significant Other	4
Close Friends	3
Friends	2

multi-selection, n=8

One Adjective Describing Feeling

Private Connected Interactive

Favorite Aspect of Locket

"It makes me feel it's a small space for me and my girlfriend."

***2 Ways of
Awareness (Count)***

Word of Mouth	8
Personal Interest	2

multi-selection, n=10

Use Locket With: Who do/did you use it with? Please select all that apply. ([Appendix F](#))

One Adjective: Overall, how does Locket make you feel? Please use one adjective to describe your feeling.

Favorite Aspect: Is there anything in particular you like about Locket? Why? ([Appendix G](#))

Ways of Awareness: How did you learn about Locket? ([Appendix E](#))



According to current Locket users,

Locket's strength lies in its simplicity, yet this very simplicity can mean certain limitations.

Feature Performance (mean)		(mean)	
Ease of use	4.00	Interface design	3.25
Data usage	3.63	Chats	3.00
Privacy settings	3.63	Feedback service	3.00
Real-time updates from friends	3.25	Widget customization	2.88
Ways to engage	3.25	Notifications	2.75
Camera	3.25	Number of friends on it	2.38

matrix question, n=8

1 - Very dissatisfied, 2 - Somewhat dissatisfied, 3 - Neither dissatisfied/satisfied, 4 - Somewhat satisfied, 5 - Very satisfied

Feature Performance: How satisfied are/were you with the following Locket features?



According to current Locket users,

Locket's strength lies in its simplicity, yet this very simplicity can mean certain limitations.

Concerns About Locket

"The Locket UI has some **bugs** that prevent me sending pictures sometimes."

"**Slow feedback**. It takes a while to show up on my screen. Currently the **widget doesn't work**."

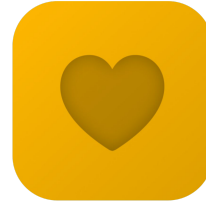
"There are **bugs** in the apps, sometimes I could not review the newest image via the widget."





For questions on this page and the next page, please consider the "sharing" action we mention is about sharing a photo or video of yourself or your life to someone in your inner circle across all platforms that you may use.

An 'inner circle' in this context refers to a small group of people with whom you share a deeper/meaningful relationship with outside of your larger friends and other acquaintances.



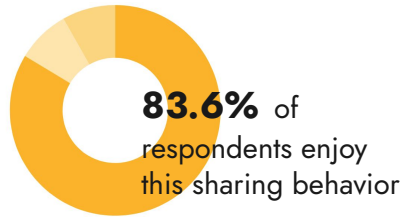
Sharing Behaviors

How do **US social media users** feel about Locket's core value and feature?

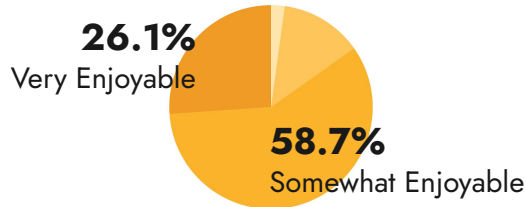
Among US social media users,

Most users enjoy and are accustomed to sharing their daily lives with those close to them.

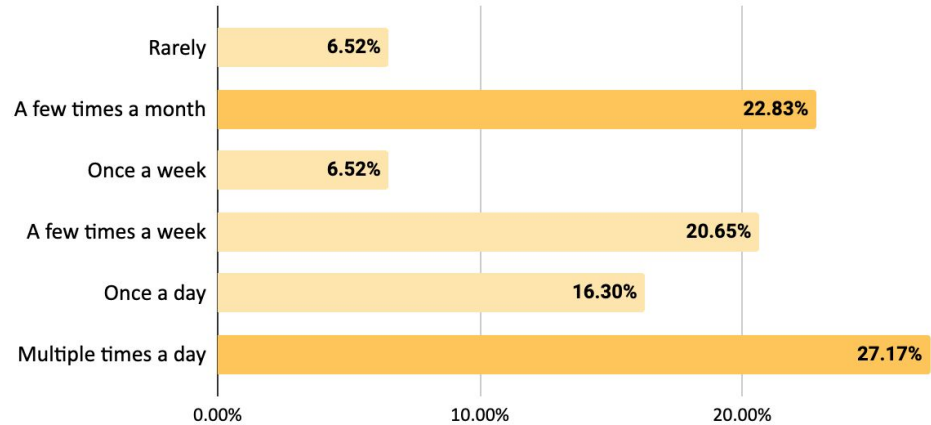
Enjoy Sharing *n=110*



Extent of Enjoy Sharing *n=92*



Frequency of Sharing *n=92*



Enjoy Sharing: Do you enjoy sharing your personal life via photos/videos online with people in your inner circle? ([Appendix I](#))

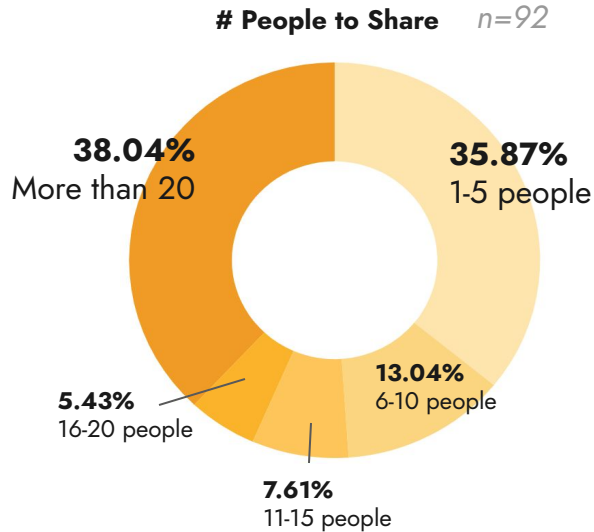
Extent of Enjoy Sharing: To what extent do you enjoy sharing? ([Appendix I](#))

Frequency of Sharing: How frequently do you share?



For US social media users,

The main form of sharing daily life is posting; the main content is interesting and special moments.



Top 3 Platforms Used to Share (percentage)



70.65%



46.74%



22.83%

multi-selection, n=92

Top 3 Types of Content Shared Frequently (percentage)

Daily Encounters **61.96%**

Travel **51.09%**

Hobbies **44.57%**

multi-selection, n=92

People to Share: When sharing your personal life online with people in your inner circle, how many people will you share with?

What social media platforms do you use to share? Please select all that apply. ([Appendix K](#))

What content of your personal life do you share frequently? Please select all that apply. ([Appendix L](#))



Locket is a social media app that displays your friends live photos directly on your home screen. After adding the Locket widget to your home screen, every photo/video your friend takes with Locket will get displayed on your home screen. You can have up to 20 friends on your account, and choose 3 friends to grant access to directly send moments to your home screen!

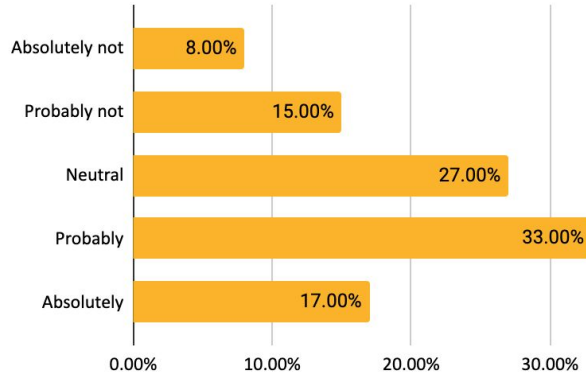


Locket Impression

How do **US users** feel about Locket after reading the introduction?

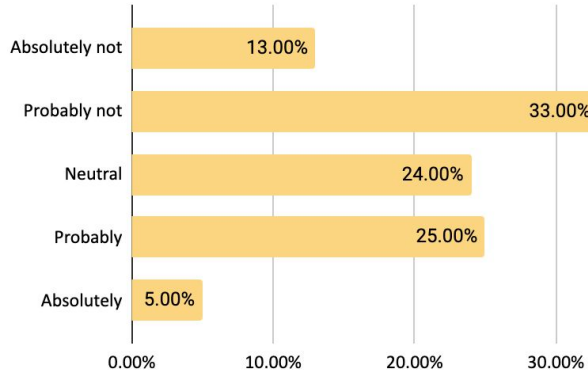
For US social media users,

Locket is anticipated to enhance connections with friends and family, but falls short in meeting the broader social media needs.



Enhancing Connections

Mean: 3.36 *n*=100



Meeting Social Media Needs

Mean: 2.76 *n*=100

Feature Performance (Mean)

Highest:

Real-time updates
from friends **3.98**

Lowest:

Chats **3.27**

matrix question, n=100

Enhancing Connections: To what extent do you think using Locket will enhance your connection with close friends/family?

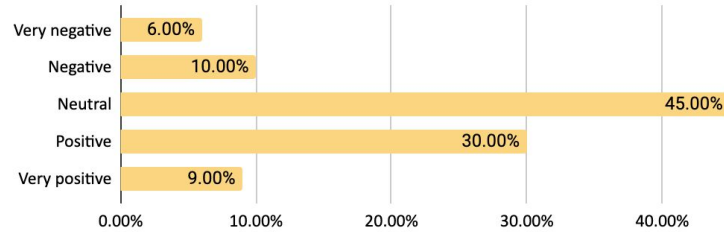
Meeting SM Needs: To what extent do you think Locket will meet your social media needs?

Feature Performance: How would you rate the performance of the following Locket features? ([Appendix M](#))



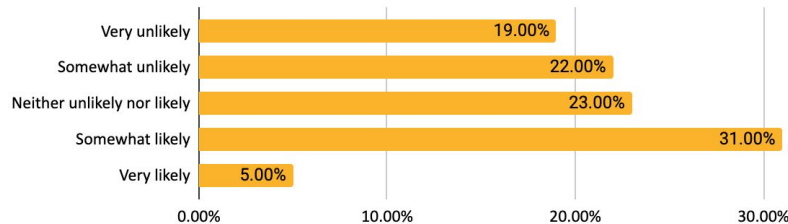
For US social media users,

The overall impression of Locket is somewhat positive, the interest in trying Locket is moderate.



Overall Impression

Mean: 3.26 *n*=100



Likelihood to Try

Mean: 2.86 *n*=100

Overall Impression: What is your overall impression about Locket?

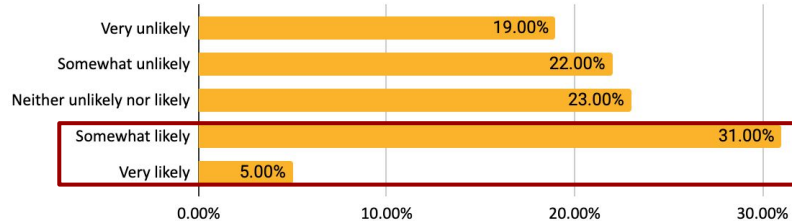
Likelihood to Try: How likely are you to try Locket in the future?





Target Audience Analysis

What are the behaviors and preferences of **Locket potential users**?

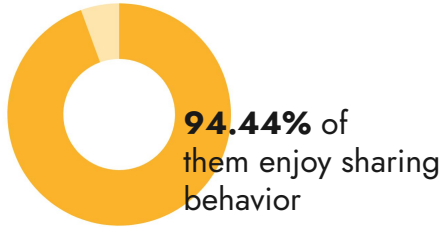


Potential users
Count: 36

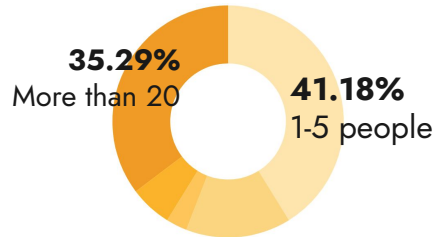
For potential Locket users,

Compared to GP, they exhibit higher willingness and frequency in sharing personal lives, with fewer people.

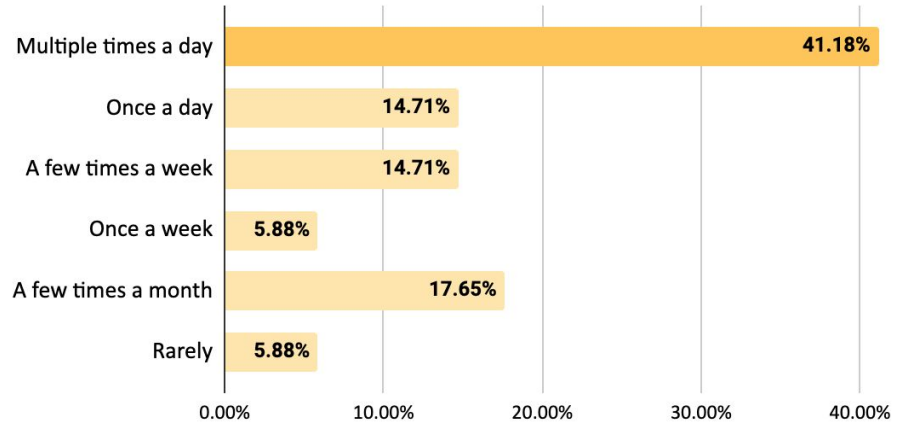
Enjoy Sharing *n=36*



People to Share *n=36*



Frequency of Sharing *n=36*



(potential Locket users data only)

Enjoy Sharing: Do you enjoy sharing your personal life via photos/videos online with people in your inner circle?

People to Share: When sharing your personal life online with people in your inner circle, how many people will you share with?

Frequency of Sharing: How frequently do you share?



For potential Locket users,

Their motivations for using social media have two key dimensions: personal intimate connections and social networking.

<i>I'm motivated to use social media... (mean)</i>		<i>(mean)</i>	
For entertainment	4.31	For online shopping	3.63
To stay connected with friends	4.20	For educational purposes	3.49
To stay connected with family	4.06	As a news source	3.34
To get inspiration	4.00	For business purposes	3.31
To share my own content	3.89	For social activism	2.91
To stay connected with significant other	3.69	For school	2.86

matrix question, n=35

1 - Very unimportant, 2 - Somewhat unimportant, 3 - Neither unimportant/important, 4 - Somewhat important, 5 - Very important

(potential Locket users data only)

Motivation: How much do you agree with the following statements: I am motivated to use social media...



For potential Locket users,

**Their motivations for using social media have two key dimensions:
personal intimate connections and social networking.**

Key dimensions of motivation



Personal Connection
and Expression



Educational &
Professional Engagement



Social Networking



School & Social
Engagement

(potential Locket users data only)

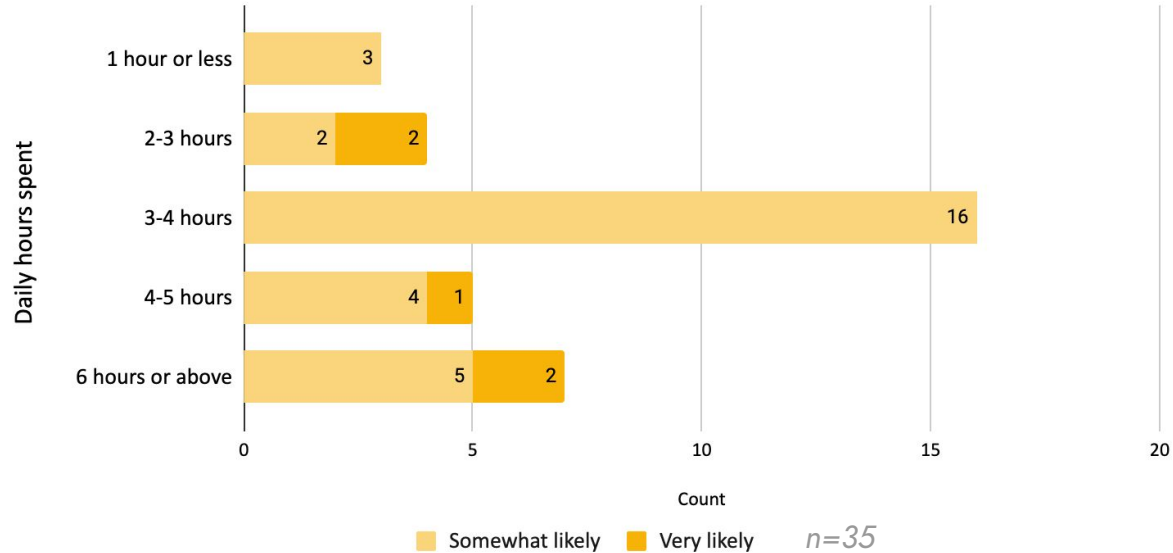
Motivation: How much do you agree with the following statements: I am motivated to use social media...

(Appendix N: SPSS Results)



For potential Locket users,

They spend less time on social media daily compared to GP, suggesting a potential emphasis on real life.



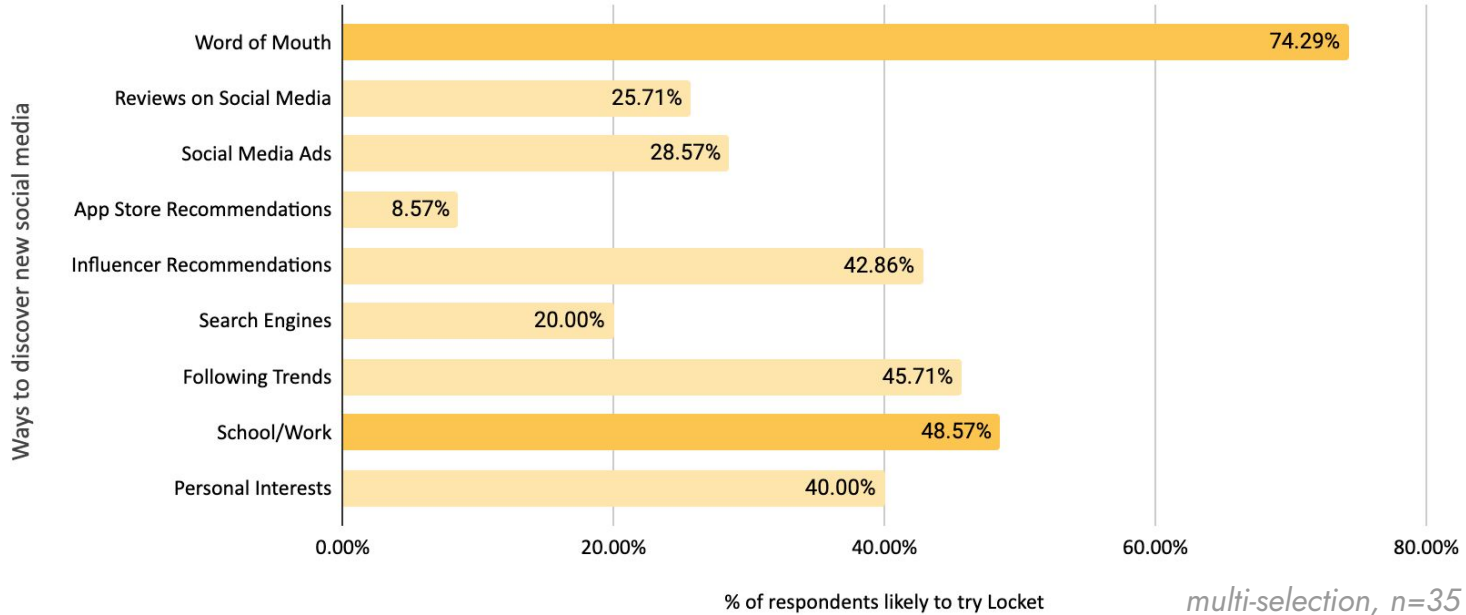
(potential Locket users data only)

Daily Hours Spent: How many hours do you spend on social media every day?



For potential Locket users,

They rely on word of mouth and school/work connections to discover new social media.



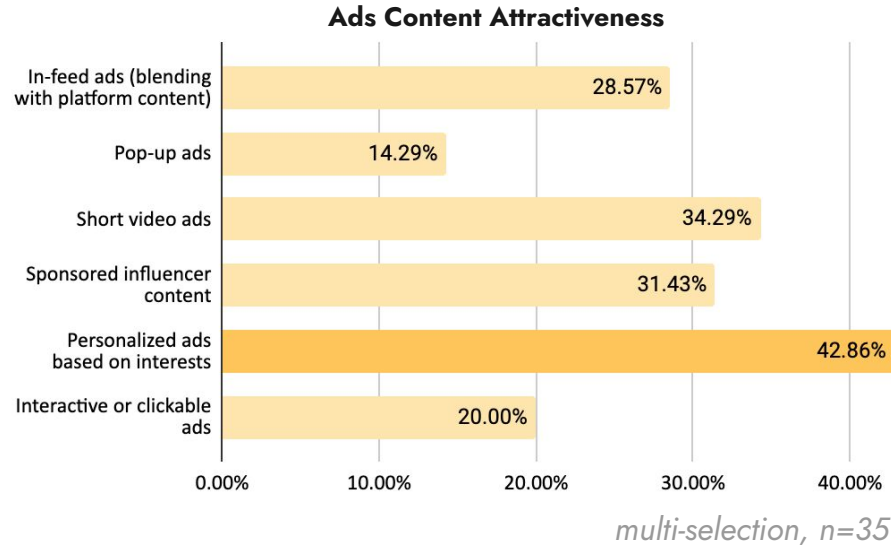
(potential Locket users data only)

Discovery: How do you typically learn about new social media platforms? Please select all that apply.



For potential Locket users,

Despite a low interest in social media ads, they sometimes drawn to personalized ads on TikTok & IG.



Top 3 Attractive Ads Channels (percentage)

Instagram	45.71%
TikTok	40.00%
RED	20.00%

multi-selection, n=35

(potential Locket users data only)

Ads Content: What types of ad content captures your attention the most?

Ads Channels: On which social media platforms do you usually find ads that capture your attention? ([Appendix O](#))





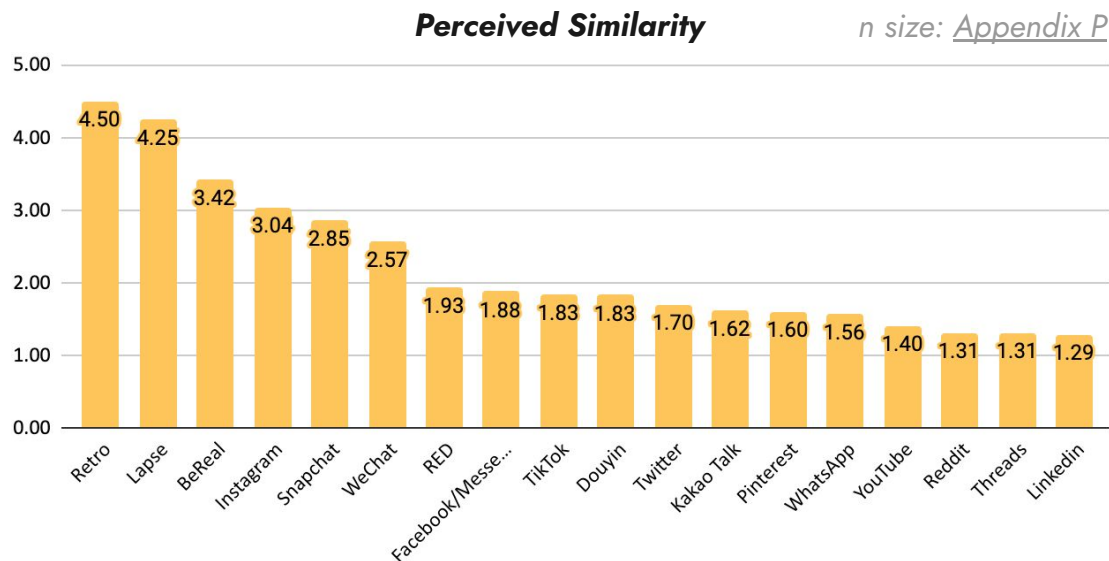
Competitor Landscape

Bereal and Douyin are seen as having similar functions to Locket, while Instagram, Retro, and Lapse are perceived to be similar apps.

Apps Have Similar Functions (count)

BeReal	9
Douyin	4
RED	2
Lapse	2

n=29



Similar Functions: Do you have any apps in mind that has a similar/same function as Locket? If yes, please specify the name.

Perceived Similarity: Please consider Locket in relation to other social media platforms based on your perceived similarities of these apps, on a scale of 1-5.



04

Actionable Insights

Short Term vs Long Term



Actionable Insights - Short Term

For Value Innovation

“Strengthening bonds through simple everyday sharing”

1. Use this tagline to show the value of Locket in **social media marketing & product introduction**
2. Use simplicity **as the main competitive advantage** in the current market where social media is all about fancy features
3. Maintain **consistent cleanliness** (don't add additional functions) and **smooth functionality** (fix bugs) to reinforce this concept

Actionable Insights - Short Term

For Audience Targeting

Event Marketing vs Social Media Marketing

1. **Build up word-of-mouth, promote community sharing, and communicate product value** by event marketing (school tabling, campus event marketing)
2. Make social media marketing content **specific** (different content showing different motivations)
3. Do **influencer marketing with good storytelling content**

Actionable Insights - Long Term

For User Adoption



Referral Based Giveaway

Use Locket's existing users to increase app downloads and new users through a giveaway.

By utilizing Locket's existing 'Locket Link' tool, a referral program can be created with a high value prize to incentive current users to share their link.

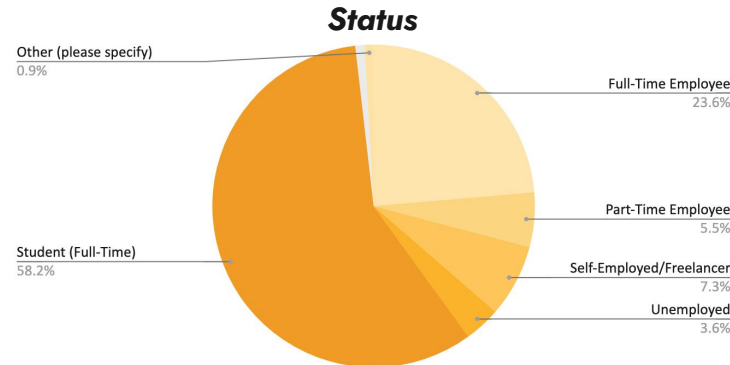
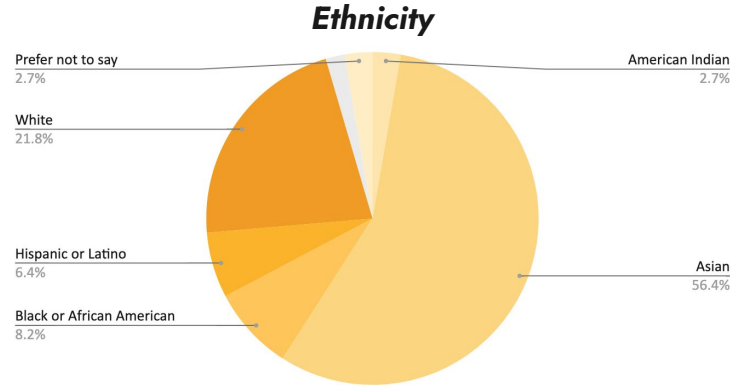
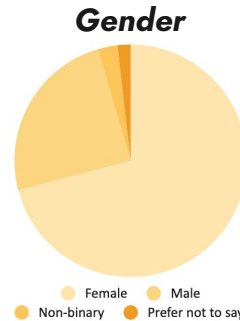
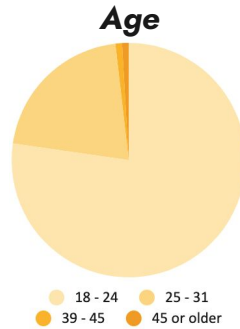
This method of referral supports our findings that people are more likely to try a new app if they are recommended it by a friend or family member.



Appendix

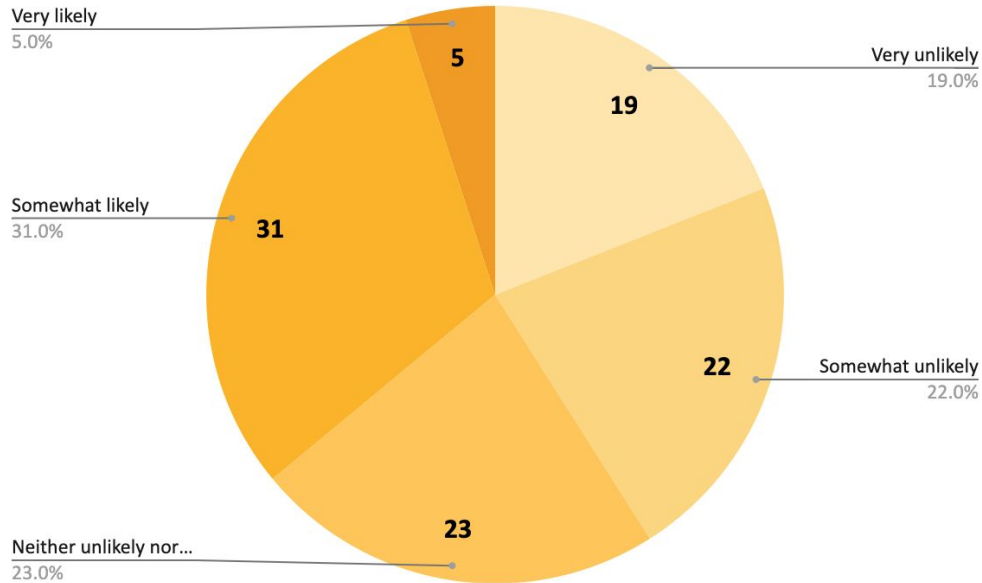
Survey Limitation #1

The survey sample lacks sufficient representativeness of the U.S. population.



Survey Limitation #2

Samples of different segments are not big enough.



Potential Users

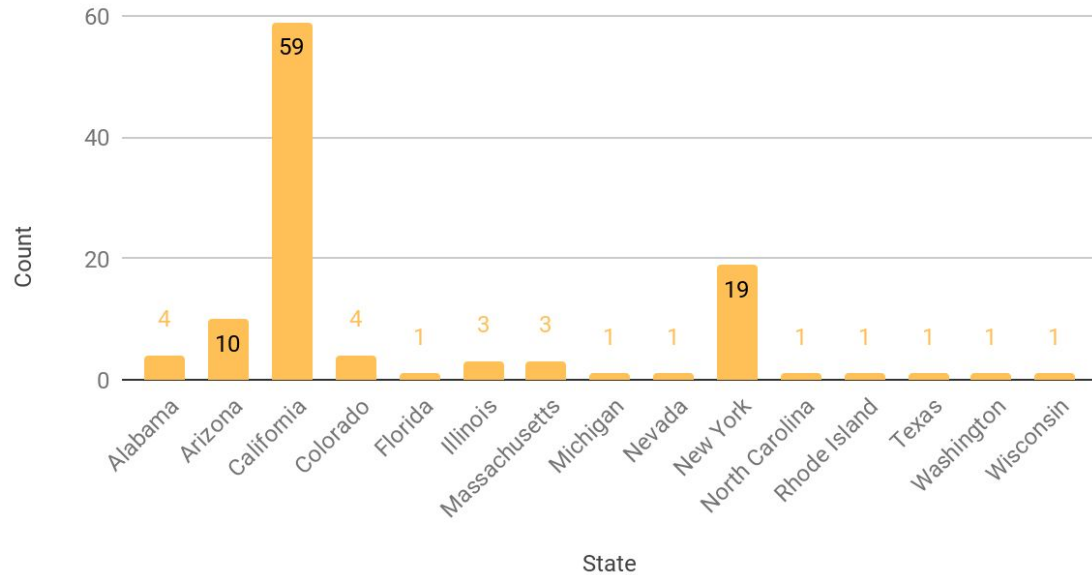
N = 36

Current Users

N = 8

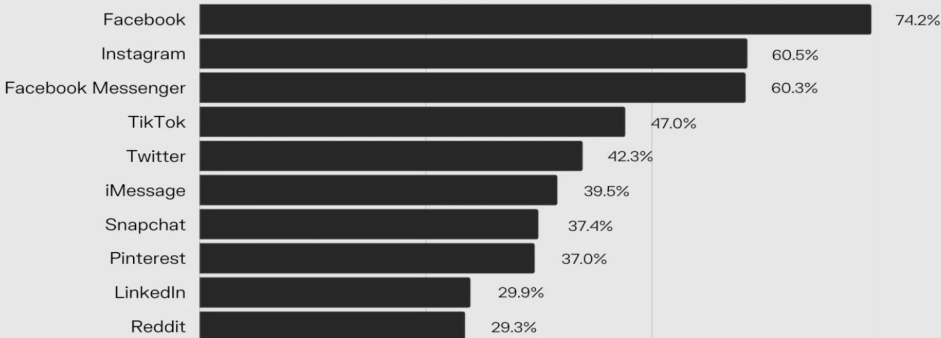
Appendix A

What state in the U.S. do you currently live in?



Appendix B

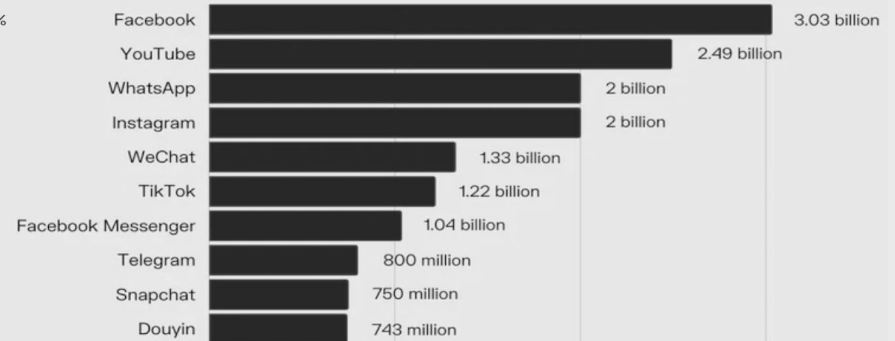
Most Popular Social Media in the US



Source: DataReportal

<https://www.oberlo.com/statistics/most-popular-social-media-in-the-us>

Most Popular Social Media Platforms in 2023

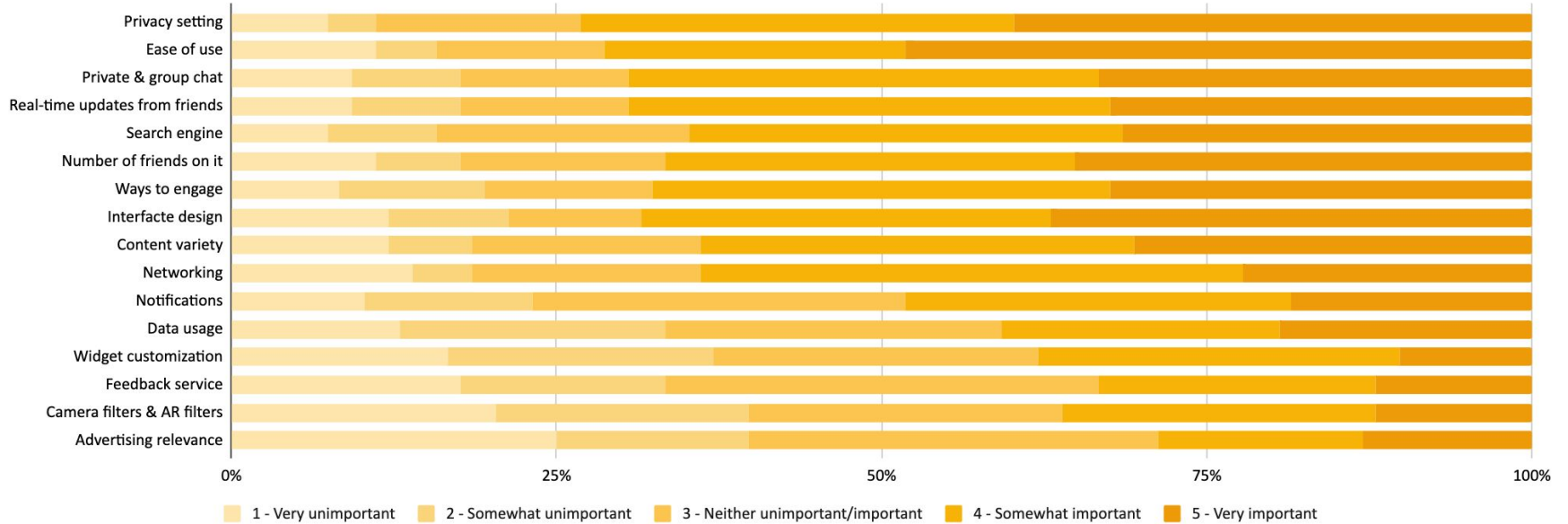


Source: DataReportal

<https://www.shopify.com/blog/most-popular-social-media-platforms>

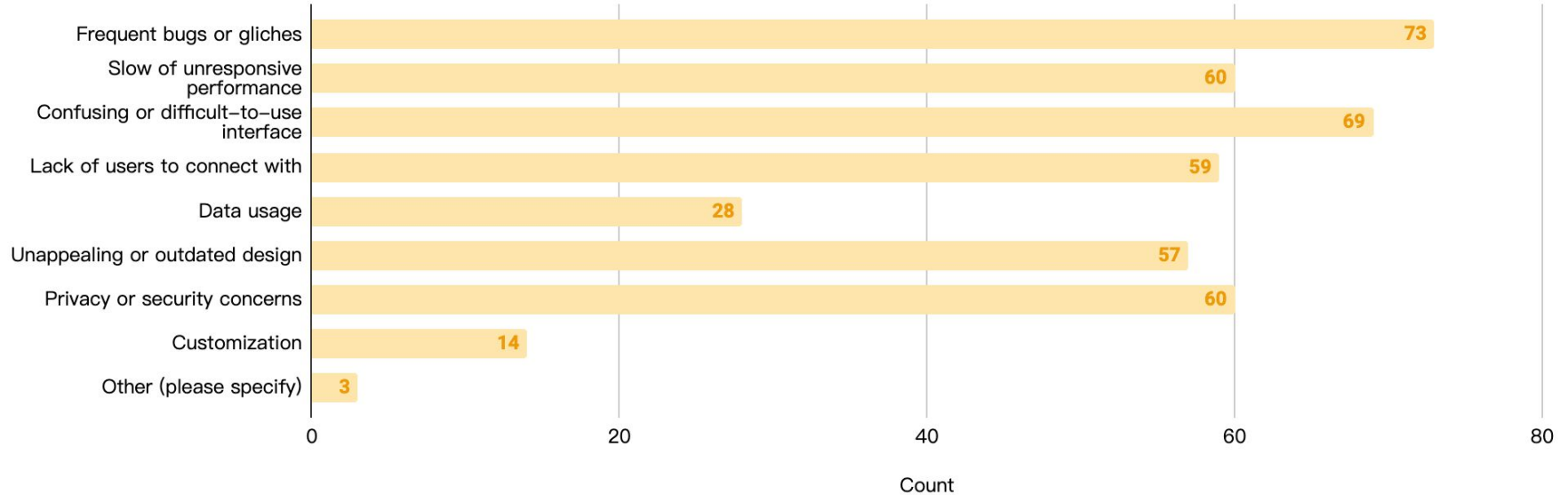
Appendix C

How important are the following functions in a social media app to you?



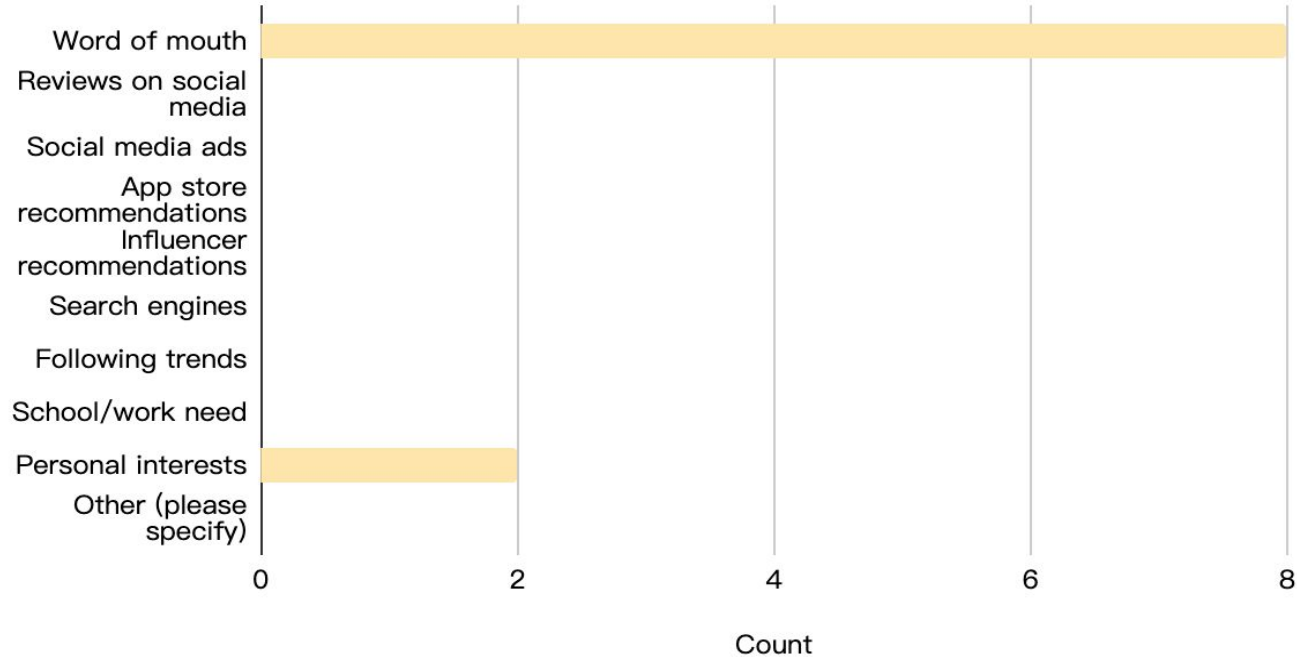
Appendix D

Which of the following problems or components would discourage you from using one social media?



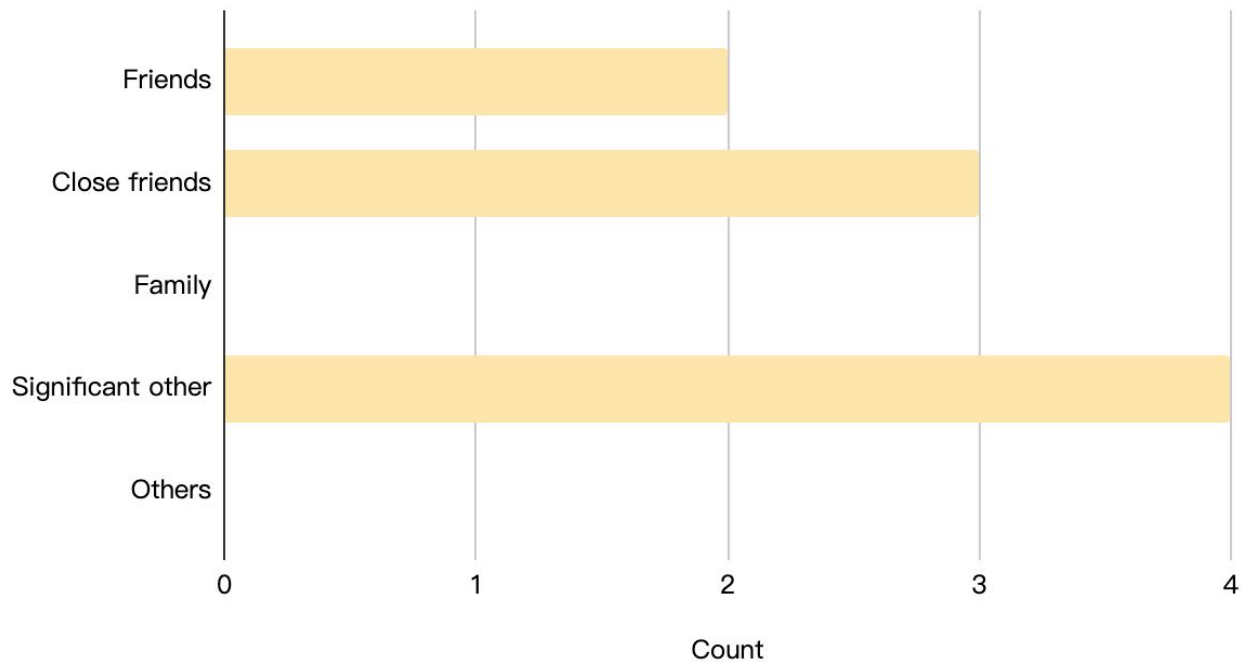
Appendix E

How did you learn about Locket?



Appendix F

Who do/did you use it with?



Appendix G

Is there anything in particular you like about Locket? Why?

Responses	Count
it makes me feel its a small space for me and my girlfriend	1
Locket gives me an opportunity to share my feelings in a quick and fast way.	1
Seeing my friends' updates	1
It allows me to send images in a quicker way. It simplifies the process of sending images as a way to communciate with my significant other.	1
no longer using it, but it's good	1
Many friends can see my updates at the same time	1
Cute	1
private	1
Total Respondents	8

Appendix H

Is there anything in particular that frustrates your experience with Locket? Why?

Responses	Count
it sometimes just can't send out pics	1
The locket UI has some bugs that prevent me sending pictures sometimes.	1
Slow feedback. It takes a while to show up on my screen. Currently the widget doesn't work	1
There are bugs in the apps, sometimes I could not review the newest image via the widget.	1
no longer using	1
Too simple	1
Limited	1
too many bugs	1
Total Respondents	8

Appendix I

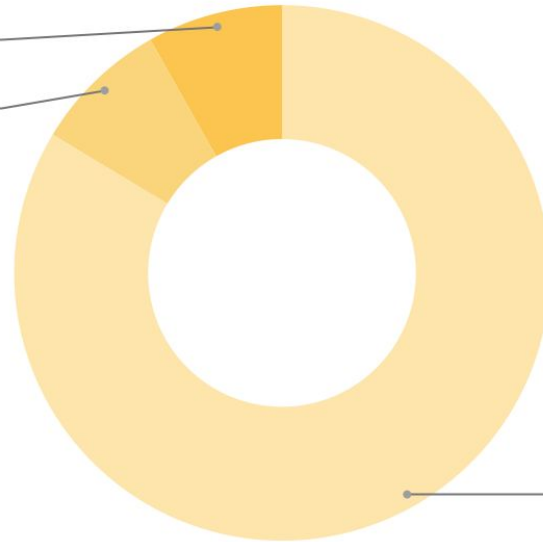
Do you enjoy sharing your personal life via photos/videos online with people in your inner circle?

Neither yes nor no

8.2%

No

8.2%

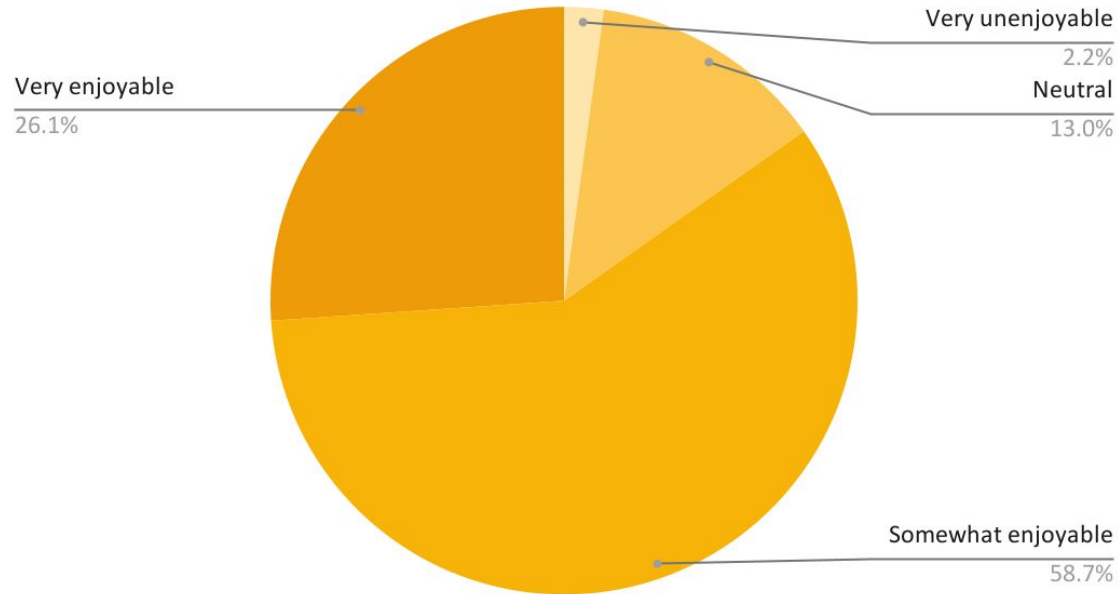


Yes

83.6%

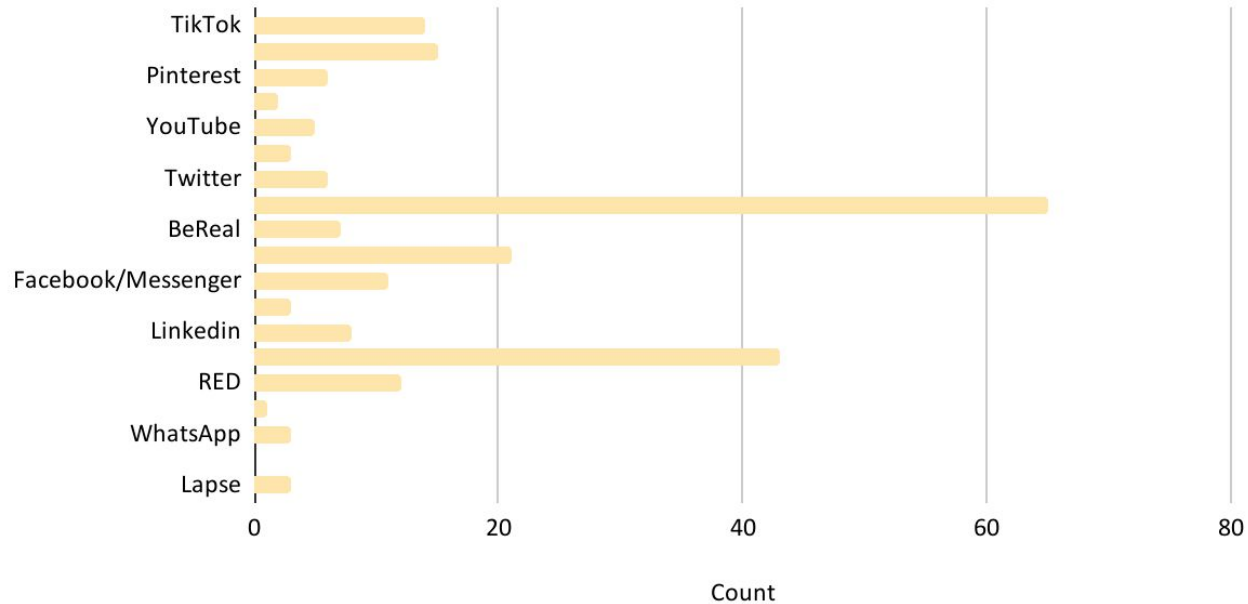
Appendix J

To what extent do you enjoy sharing?



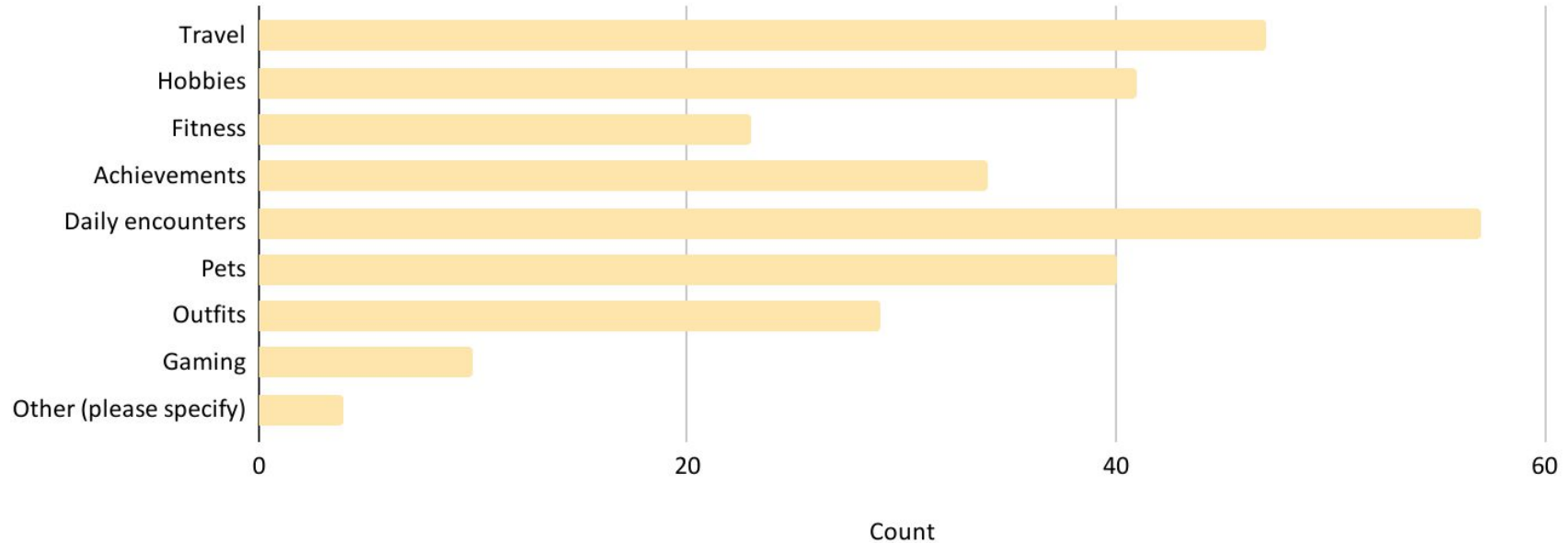
Appendix K

What social media platforms do you use to share? Please select all that apply.



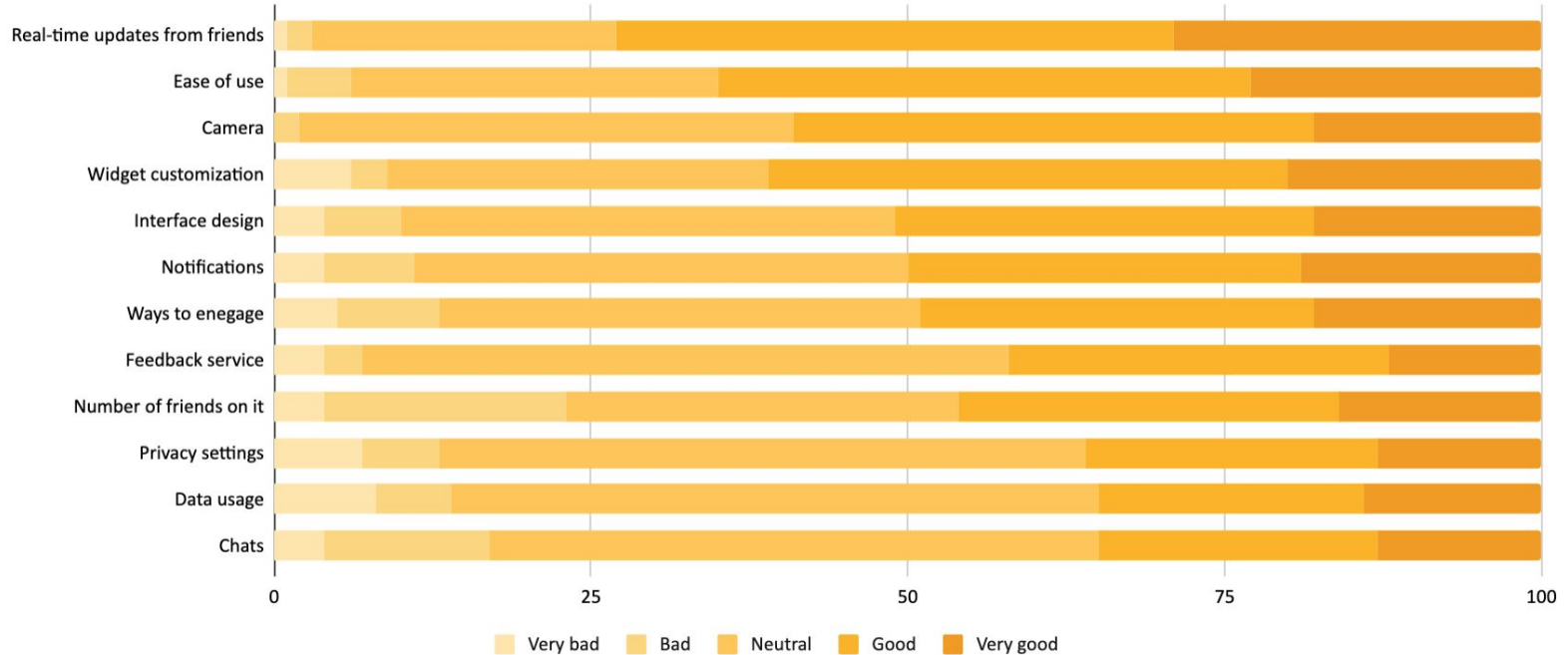
Appendix L

What content of your personal life do you share frequently? Please select all that apply.



Appendix M

Based on the description and the pictures of Locket, how would you rate the performance of the following Locket features?



Appendix N

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.802	31.686	31.686	3.802	31.686	31.686	2.621	21.840	21.840
2	1.775	14.789	46.476	1.775	14.789	46.476	2.144	17.863	39.702
3	1.341	11.172	57.648	1.341	11.172	57.648	1.857	15.471	55.174
4	1.056	8.802	66.449	1.056	8.802	66.449	1.353	11.276	66.449
5	.856	7.132	73.581						
6	.757	6.307	79.888						
7	.675	5.624	85.512						
8	.501	4.174	89.686						
9	.455	3.793	93.479						
10	.390	3.254	96.733						
11	.205	1.710	98.443						
12	.187	1.557	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component			
	1	2	3	4
Friends	.438	.710	.000	.086
Family	.782	-.161	-.134	-.193
SignificantOther	.576	.268	-.290	-.509
Owncontent	.582	.422	.155	.128
Educationalpurpose	.510	-.470	.518	.065
Onlineshopping	.483	.614	.319	.287
Businesspurpose	.493	-.254	.515	.116
School	.442	-.073	.440	-.617
Socialactivism	.421	-.361	-.045	.445
Entertainment	.668	.055	-.314	.230
Newssource	.613	-.384	-.273	.063
Inspiration	.632	-.213	-.458	-.005

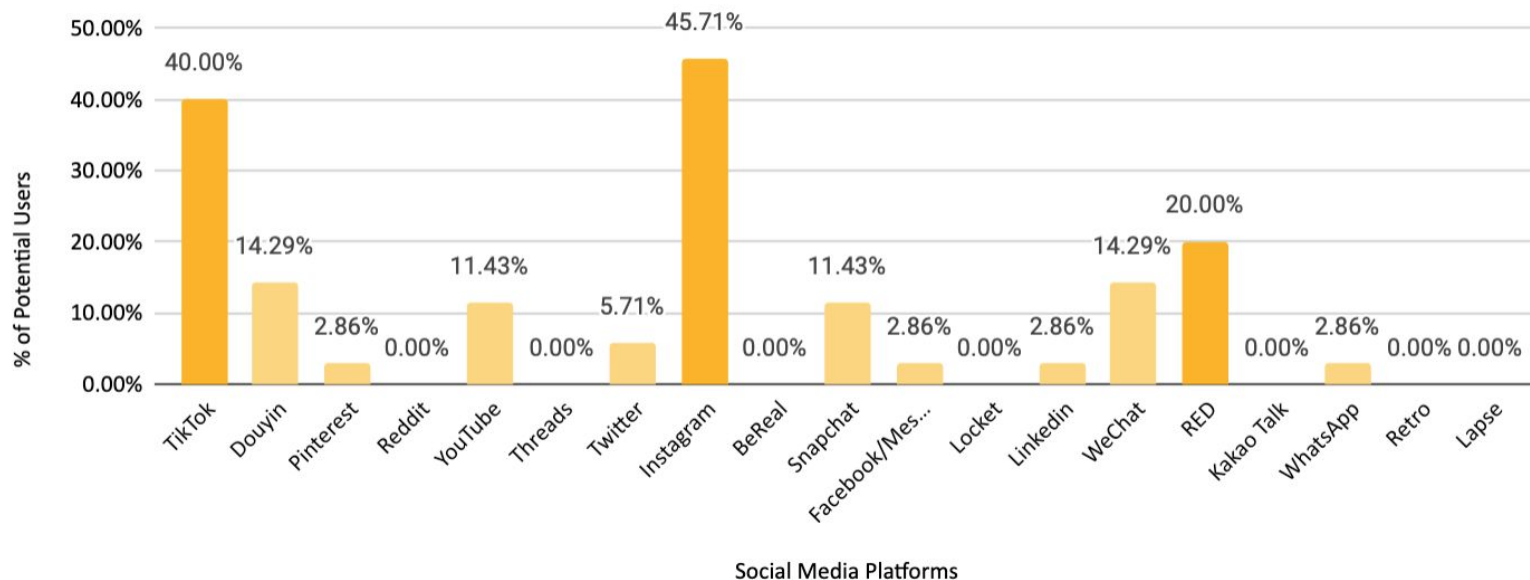
Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Factor 1	Factor 2	Factor 3	Factor 4
Personal Connection and Expression	social networking	Educational and Professional Engagement	School and social engagement
family	friends	education	school
significant other	online shopping	business	social activism
own content			
entertainment			
news			
inspiration			

Appendix O

On which social media platforms do you usually find ads that capture your attention? Please select all that apply.



Appendix P

Please consider Locket in relation to other social media platforms based on your perceived similarities of these apps. (option would only appear if respondents chose them as "have heard of")

Social Media	n size	Social Media	n size
Retro	4	Douyin	58
Lapse	4	Twitter	89
BeReal	52	Kakao Talk	26
Instagram	98	Pinterest	70
Snapchat	89	WhatsApp	87
WeChat	69	YouTube	94
RED	41	Reddit	78
Facebook/Messenger	89	Threads	55
TikTok	96	Linkedin	91

For potential Locket users,

**Their motivations for using social media have two key dimensions:
personal intimate connections and social networking.**

<i>Function</i>	<i>(mean)</i>		<i>(mean)</i>
For entertainment	4.31	For online shopping	3.63
To stay connected with friends	4.20	For educational purposes	3.49
To stay connected with family	4.06	As a news source	3.34
To get inspiration	4.00	For business purposes	3.31
To share my own content	3.89	For social activism	2.91
To stay connected with significant other	3.69	For school	2.86

matrix question, n=35

1 - Very unimportant, 2 - Somewhat unimportant, 3 - Neither unimportant/important, 4 - Somewhat important, 5 - Very important

(potential Locket users data only)

Motivation: How much do you agree with the following statements: I am motivated to use social media...

