

5 Ways KEEN Used dscout to Forecast and Develop Seasonal Apparel

Predicting the next season's trends for your own brand's product development takes foresight and savvy. Sustainable footwear company KEEN's Director of Fan Insights, Aura Nelson, shares how the company leveraged dscout to power their iterative research process—resulting in revelatory insights and product opportunities.

1. Sourcing rapid, high-quality responses with Express

We were able to hear from 50 people, 50 utility customers, and get feedback really quickly.

Within two days we had all the feedback that we needed on the concept and then we went into our sales meetings with great quotes and videos of people talking about that product.

So that's where I would really use [Express](#) to get quick, high-quality responses. I can stitch together videos and use closed ended questions. If we quickly reach 100 people, then we can feel pretty confident in being able to share results in terms of purchase interest and intent.

2. Using screen recording to dig deep on how and when customers shop

To better understand the opportunities that we needed to focus on, we did this research on dscout.

We used [dscout's Diary tool](#) and we talked to our fans about what winter looked like to them and what they're currently wearing. We talked to them about their pain points, their desires, their needs. We asked them to shop for winter boots and one of the tools that I love for this is screen recording on dscout.

Not only was it impactful for us in terms of understanding how people shop and what they're looking at when it comes to winter boots, but we also shared that with our DTC team and said, "Look, this is how people are shopping. These are the keywords they're using. They're really starting with Google and Amazon."

3. Conducting diary studies to understand fans' style preferences

Working with dscout and doing in-depth diary studies, we actually get to see examples of what style means to fans. We can better understand what they love, what they hate, so that we can start to see where that polarization is and we can develop themes around that.

Our design and product teams really benefit from actually seeing visuals—we have hundreds of images of products that our fans love and products they hate along with quotes, explaining why that is. Now we have a very, very clear understanding of what's aspirational for our fans from a style perspective. We could not do that without dscout.

4. Sourcing information from dscout to aggregate on inspiration boards

We took everything that we were learning in dscout and we used Lucidchart to create inspiration boards.



Our inspiration boards are really important for our design and product teams, because a lot of the time we hear from fans and they say, “Oh, style is really important to me.” What on earth does that mean, right?

Everybody has a different perception of style. So basically we take everything that we’re learning, products that they love, products that they hate, and we’re putting quotes from dscout and images from dscout into this board.

5. Increasing information transparency

At KEEN, part of being a fan-centered culture is making sure that everybody’s connected to the fan. And for that to happen, every scout (participant) has someone representing them.

They’re reading through all their responses. They’re listening to their videos. Then we’re taking those images and those quotes and we’re putting it into that inspiration board I mentioned.

*Everyone has access to that inspiration board and we are really involving **everybody**. Democratizing research for me really means making sure everyone has a role to play and access to the results.*

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