

## Swimming and Bath Time Co-Creation Research

Mother and baby co-creation programme

### Background

Swift Research were appointed to investigate opportunities for new products in the swim and bath time categories.

The brief was wide open with the client interested in pursuing ideas that would make the whole swim experience easier and more enjoyable for mother and baby.

Integral to the project was the need for research to help identify behaviours and drivers to unlock latent consumer needs.

Research was required amongst mums based in the UK and in Spain and also with UK mums on holiday in Spain.

### Swift Research Solution

A highly interactive co-creation programme was devised whereby the client could observe first hand the actions and behaviours of mother and baby and other siblings from the changing room experience through to swimming sessions.

Mums were recruited face to face by an experienced interviewer. All mums who were recruited were happy to be filmed and photographed swimming with their children. Members of Swift's team brought pictures of their own children to the sessions to make the mums feel more comfortable.

Initially mums were supplied with digital cameras and asked to take pictures of typical bath time equipment and items included in the swimming bag. They were also asked to keep a diary of the bath time experience, detailing their actions and reactions to how each session went.

The second phase was particularly interactive and involved Swift Research moderators observing mums with babies and toddlers in changing rooms noting the stresses and frustrations that were encountered while getting themselves and their babies/toddlers changed.

Further observations were made in pool sessions with questions being asked to gain spontaneous thoughts and reactions with certain products.



Moderators again observed mums' behaviours in the changing rooms as they dried and dressed their children.

The session was completed with a group discussion on behaviours, emotions, opinions about products used and the overall experience. Valuable feedback was gained from mums, all of which was observed first hand by the client who was able to take an active part in the discussion.

Similar sessions were held in Madrid with Spanish mums and babies and with mums and babies on holiday in Southern Spain.

### Benefits

Swift's attention to detail, and in particular, choosing mums who were open and willing to be observed enabled the client to gain an accurate and revealing insight into the mother and baby experience while swimming or at bath time.

The client gained first hand experience of mother and baby behaviours in different swim scenarios enabling them to design products with maximum appeal.

The research programme identified a range of ideas for new product development for both UK and European markets.