

Formulating a Query:

The structure of a question impacts the results that are returned. The following query examples are meant to act as inspiration on your querying journey.

Behavioral Questions help to unlock some of the ways consumers discuss their behavior changing because of a variable.

- How do consumers discuss changing their schedule because of X?

Context Questions allow you to understand how variables are impacting one another.

- How do consumers talk about X in the context of Y?

Joy Point Questions help to identify the positive aspects of a variable consumers are responding to.

- What do consumers like about X?
- What do consumers love about X?

Key Features Questions OR Attribute Questions help to identify the elements of a product, category or sentiment that are most top of mind to consumers and how those features influence consumer belief

- What are the components of a good X?
- What are the key features of X?
- What aspects of [product or category] are consumers discussing?
- What ingredients are top of mind when consumers are thinking about X?

Meaning Questions help to identify the implicit ways a product, solution or other idea is entangled with their beliefs.

- What does X mean to consumers?

Motivation Questions help to uncover what is driving consumers to a product, category or solution.

- What motivates consumers to prioritize X?
- Why are consumers excited to try X?

Occasion Questions help to identify the circumstances under which consumers are considering a product, category or solution.

- Under what circumstances are consumers thinking about X?
- On what occasions do consumers want X?

Pain Points OR Competitor Questions help to identify friction or barriers that consumers are trying to overcome and the solutions they may be leaning on.

- What are consumers favorite alternatives to X?
- What do consumers dislike about X?
- What do consumers find concerning about X?