

# CASE STUDY

## Nottingham Spirk



“I WOULD DEFINITELY RECOMMEND VALT TO ANY OF MY COLLEAGUES AND IN THE INDUSTRY.”

*Erin Sonenstein*  
Consumer Analyst at Nottingham Spirk

### Harnessing the Power of Video in Consumer Insights with VALT at Nottingham Spirk

Nottingham Spirk, a world-renowned innovation and design firm based in Cleveland, Ohio, is revolutionizing product development through the use of video technology. Leveraging the VALT (Video Audio Learning Tool) system, Nottingham Spirk captures the voice of the consumer in real-time, providing valuable insights that guide the development of groundbreaking products.

### The Challenge: Capturing Authentic Consumer Engagement

Prior to utilizing VALT, Nottingham Spirk faced challenges in accurately capturing and sharing consumer engagement with their prototypes. They have a focus group room and back observation room that provided clients with the opportunities to see consumers interact with their products, although this only was a snapshot of the experience.

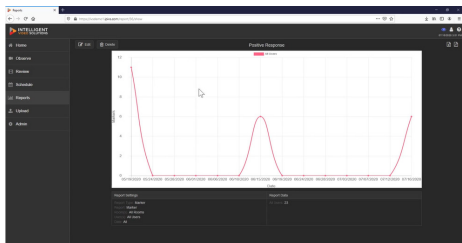
They needed a way to capture the nuanced details of that recording, where clients could review on their own time and reflect internally. Moreover, the firm needed a way to allow remote client observation and easy access to recorded sessions.

### The Solution: Implementing VALT for Real-Time Consumer Insights

VALT offered the ideal solution for Nottingham Spirk's needs. The system allowed focus group sessions to be viewed by anyone live either in-person or streamed to remote users observing consumer interactions with the product at their convenience. Sessions are immediately uploaded and accessible so the internal team can use the rich content to reflect on the work done.

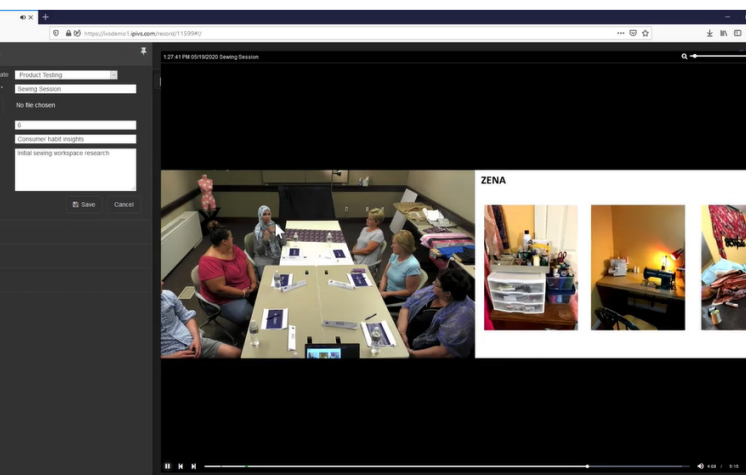
Amanda Beacher - Director of Consumer Insights  
“Everything is instantly uploaded, instantly accessible. All the content, that rich content that we're gathering through VALT, is available right away.”

Management of video content was made simple and efficient. All videos are instantly uploaded and accessible, and with user/group permission settings Nottingham Spirk can distribute video content with the right access levels for sharing, editing, and viewing. VALT's browser-based solution meant anyone could easily access and interact with video content.



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### The Impact: Enhanced Product Development and Client Collaboration

The system also enhanced client collaboration, VALT was also used to relay prototype demonstrations to clients unable to be onsite. This provides real-time updates, so clients can see and respond to consumer interaction and enable prototype changes even during sessions. This feature further enhanced communication and collaboration, ensuring all stakeholders had a comprehensive understanding of a product's capabilities.

With VALT, Nottingham Spirk could go beyond hearing and seeing what consumers had to say about a product. They could see how consumers interacted with it, picking up on subtle details that could inform decision-making on design modifications. Making notes with custom annotations that mark specific moments in the video. These can be used to quickly find key moments or as a reporting tool within VALT to analyze trends.

Efficiency is paramount when it comes to gathering and processing data. VALT gave them the ability to quickly capture, analyze, and interpret the necessary information critical in consumer research insights. Along with the capability to understand and apply the findings for strategic direction or decision-making.

*Erin Sonenstein - Consumer Analyst*  
"I would definitely recommend VALT to any of my colleagues and in the industry. To date, I've worked

with probably four or five different vendors, of varying degrees of reliability, of crispness of sound and quality of video, just ease of use in general, VALT by far surpasses the competition on all those points."

The implementation of VALT has proven to be a game-changer in the realm of product innovation, particularly for companies like Nottingham Spirk. The system not only allows for robust data capture and analysis, but also fosters an environment of effective communication and collaboration. VALT's user-friendly interface, boundless recording capabilities, and instant accessibility position it a cut above the rest. As a result, VALT stands as a powerful tool, enabling innovators to craft products that genuinely align with consumer needs and preferences.



# VALT

VIDEO AUDIO LEARNING TOOL

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