

# THE 360° HUMAN FACTOR MODEL

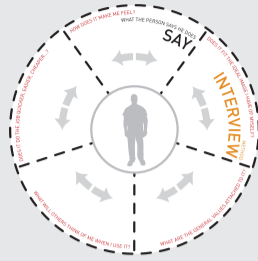
A HOLISTIC AND SYSTEMATIC APPROACH TO PEOPLE-CENTERED INNOVATION AND MARKET RESEARCH THAT CAN BE TAILORED TO ALL CONTEXTS

## THE PERSON / SEGMENT



- GENDER
- AGE
- COUNTRY
- OTHER RELEVANT ASPECTS TO THE REQUIRED RESEARCH

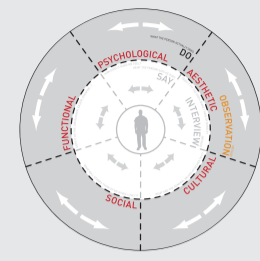
## REFLECTED NEEDS



- WHAT THE PERSON SAYS HE DOES
- SELF-EVALUATION
- THE ACKNOWLEDGED
- THE REFLECTED

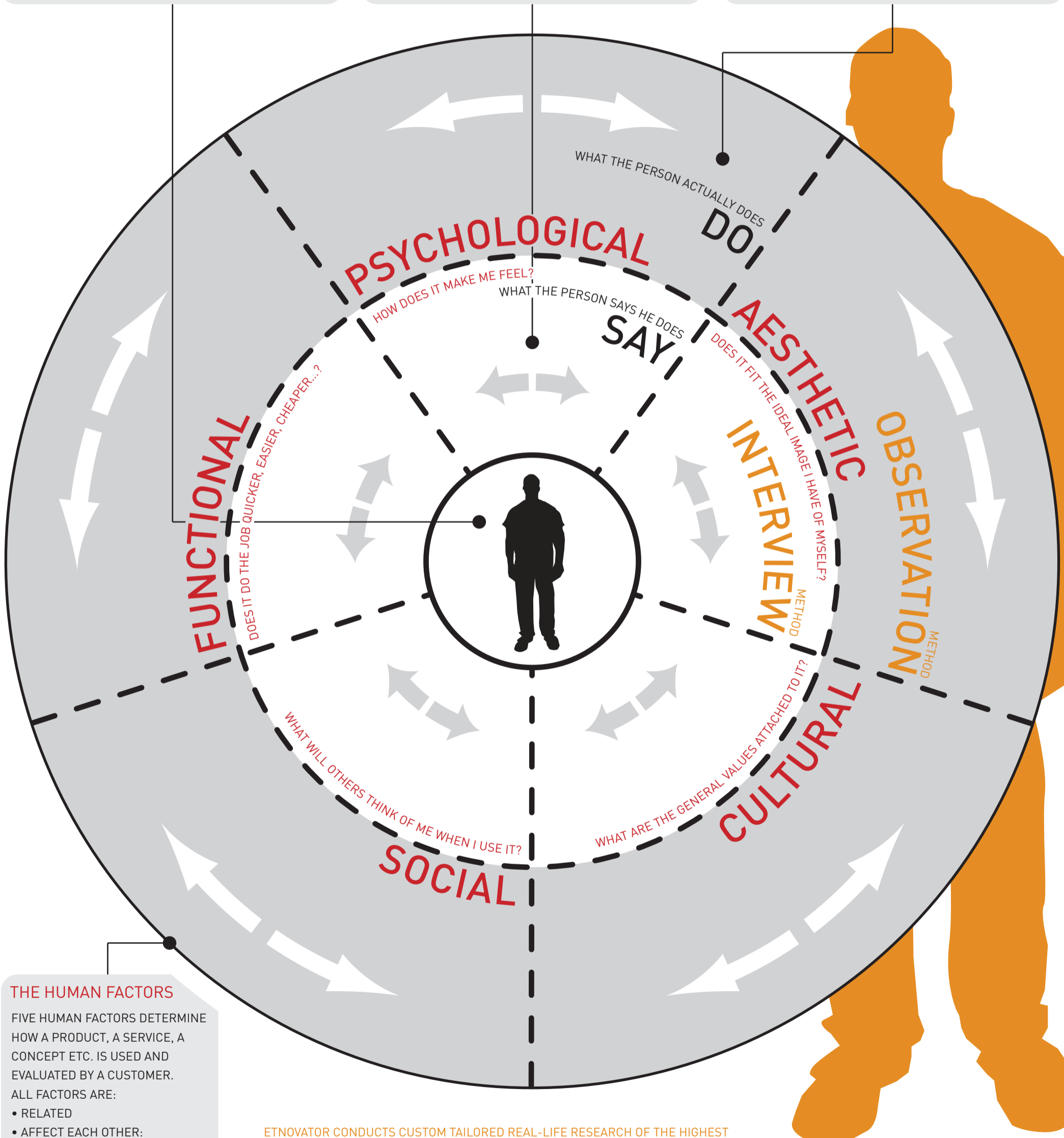
METHOD: INTERVIEW

## UNREFLECTED NEEDS



- WHAT THE PERSON DOES /ACTUAL BEHAVIOUR IN REAL-LIFE SITUATIONS
- THE UNACKNOWLEDGED
- THE UNREFLECTED

METHOD: OBSERVATION



## THE HUMAN FACTORS

FIVE HUMAN FACTORS DETERMINE HOW A PRODUCT, A SERVICE, A CONCEPT ETC. IS USED AND EVALUATED BY A CUSTOMER. ALL FACTORS ARE:

- RELATED
- AFFECT EACH OTHER:
  - IN DIFFERENT SITUATIONS
  - IN DIFFERENT CONTEXTS
  - TO DIFFERENT SEGMENTS OF CUSTOMERS

ETNOVATOR CONDUCTS CUSTOM TAILORED REAL-LIFE RESEARCH OF THE HIGHEST SCIENTIFIC QUALITY BASED ON ANTHROPOLOGICAL METHODS. WE HAVE DEVELOPED THE 360° HUMAN FACTOR MODEL TO UNCOVER THE FULL RANGE OF HUMAN FACTORS THAT INFLUENCE THE REFLECTED AND UNREFLECTED NEEDS OF CUSTOMERS TO PROVIDE OUR CLIENTS WITH THE RICHEST AND MOST ACCURATE MARKET INSIGHTS POSSIBLE.

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People-Centered Innovation