

Journey to the Results

How the Stanley research project moved from question to findings to recommendations



STEP
01



DECISION PROBLEM

The question

How can Stanley maintain its current popularity and continue to grow against competitors such as Hydro Flask, Yeti, and Owala?

STEP
02



EXPLORATORY PHASE

Focus groups

Started with qualitative research to understand attitudes, brand perceptions, pain points, and purchase drivers.

- 6 participants
- Ages 20–22
- 3 male, 3 female
- Regular water bottle users

STEP
03



EARLY INSIGHTS

What emerged

The first phase highlighted recurring themes around trendiness, durability, social media influence, and concerns about spill-proof performance.

STEP
04



DESCRIPTIVE PHASE

Survey design

Built a structured Qualtrics survey to test and scale the early insights with a broader audience.

- 108 responses
- Mostly ages 18–22
- Reusable cup users
- Closed-ended survey questions

STEP
05



ANALYSIS

How the data was analyzed

Survey results were analyzed in SPSS using one-sample and paired-samples t-tests to compare attitudes, preferences, and purchase drivers.

STEP
06



KEY FINDINGS

What the data showed



Durability is Stanley's strongest advantage.



Brand reputation is a major purchase driver.



Spill-proof functionality matters a lot to customers.



Reviews and testimonials influence buying decisions more than general social media presence.



Influencer collaborations can strengthen trust.

STEP
07



FINAL RECOMMENDATIONS

What came next

- Highlight durability in product messaging
- Protect brand trust through transparent communication
- Turn customer feedback into product improvements
- Make reviews and testimonials more visible
- Refine influencer strategy
- Address leak-proof concerns with clear solutions



Methods used: focus groups + Qualtrics survey + SPSS analysis