

# Philips Sonicare Flexcare Platinum Connected

Harnessing unprecedented insights and technological advancements for better health

**Client:** Philips Oral Healthcare, the leader in consumer oral healthcare products

**Industry:** Healthcare

**Project Type:** Research, strategy and end-to-end mobile application development

## Overview

### 1 Challenge:

Philips Oral Healthcare wanted to create a best-in-class product which would establish a new bar for daily brushing experiences.

With the success of Philips' Sonicare for Kids connected toothbrush, there was an opportunity to merge technology with research, insights, and big data to create an adult-focused Philips Sonicare brush which maintained Philips' stance as the #1 recommended brand by dental professionals worldwide.

### 2 Approach:

Philips prides itself on its rigorous user tests to confirm and quantify the benefits of its products, placing great importance on consumer product research.

Applying the best practices in user research, Smashing Ideas, the design and innovation arm of Luxoft, created a lean, agile testing and validation plan that met the goals of Philips' high-quality standards. The Research & Strategy team then embarked on an unprecedented testing and validation phase over 16 months.

### 3 Solution:

In order to create a stellar customer experience for users, one of the first tasks was to interview potential users and create personas.

As Smashing and Philips' teams worked together to create prototypes, they used contextual inquiry to validate assumptions and get unbiased perspectives through surveys, interviews, and observation. This product research informed application development, such as adjusting user flow, features and design. As a result, Smashing developed a mobile healthcare app that appeals to users.

### 4 Result:

Smashing's research plan helped create a connected customer experience, underpinned by extensive data and user validation.

- 90% of patients surveyed said the Philips Sonicare Flexcare Platinum Connected toothbrush's real-time feedback helped them brush with better technique
- 77% of users surveyed felt more motivated to brush vs. using a non-connected toothbrush

## Solution Dashboards



# Challenge

## Establishing a new standard for daily brushing experiences

With the rapid advancement of sensor and smart technology in the oral healthcare industry, connected toothbrushes have been flooding the marketplace. However, the vast majority of these products fail to provide the actionable, real-time coaching and guidance needed for lasting results.

Philips Oral Healthcare, the leader in consumer oral healthcare products, wanted to create a best-in-class product that would establish a new bar for daily brushing experiences. With the success of Philips' Sonicare for Kids connected toothbrush, there was an opportunity to merge technology with research, insights, and big data to create an adult-focused Philips Sonicare brush which maintained Philips' stance as the #1 recommended brand by dental professionals worldwide.

# Approach

## Designing through insightful surveys and interviews

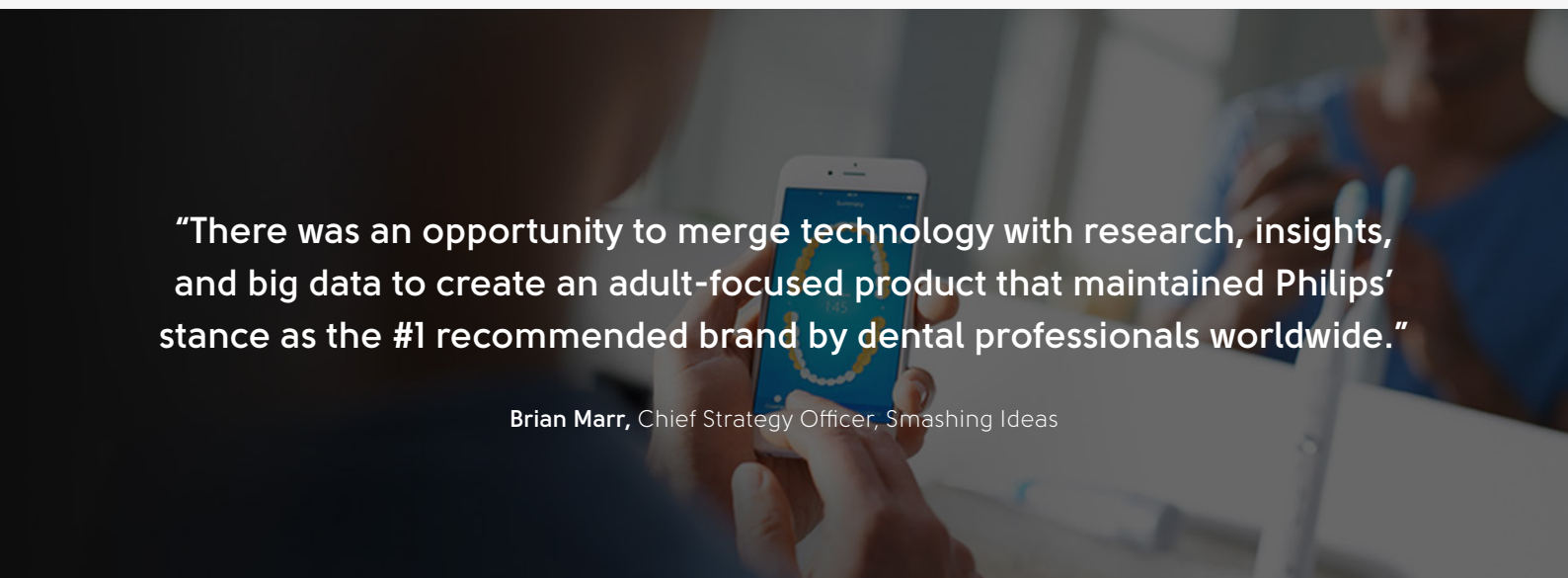
Philips prides itself on its rigorous user tests to confirm and quantify the benefits of its products. Applying the best practices of user research, Smashing Ideas, the design and innovation arm of Luxoft, created a lean, agile testing and validation plan which met the goals of Philips' high-quality standards. Smashing aligned to a "North Star" for our collective efforts – creating a complete "dentist clean" at home, based on real-time, personalized data.

The Research & Strategy team then embarked on an unprecedented testing and validation phase over 16 months which included 255 1:1 interviews and 75 focus groups, produced 6 high-fidelity prototypes, and had 105 unique users whose daily habits were tracked and analyzed over 117 days. This allowed the teams to create a product development strategy which is aligned to user needs.

# Solution

## A connected experience with real-time guidance

In order to create a stellar customer experience for users, one of the first tasks was to interview potential users and create motivational personas based on typical Sonicare users. Forming a product development strategy, Smashing & Philips' development teams worked together to create prototypes, then made them available for testing using contextual inquiry to validate assumptions and get unbiased perspectives through surveys, interviews, and observation. This helped provide large amounts of consumer product research, as Smashing wanted to know how users actually used the prototypes in their homes and where and when problems were encountered. This product research informed application development, adjusting user flow, features, design, and how the application interacted with the toothbrush handle, delivering first-class product engagement. As a result, Smashing developed a mobile healthcare app which appeals to users.



**"There was an opportunity to merge technology with research, insights, and big data to create an adult-focused product that maintained Philips' stance as the #1 recommended brand by dental professionals worldwide."**

**Brian Marr**, Chief Strategy Officer, Smashing Ideas

# Result

## Making every brushing session effective

Smashing's research plan helped create a connected customer experience which is underpinned by extensive data and user validation, resulting in an industry-leading smart toothbrush that does what it claims – enhancing product engagement by providing real-time guidance, while coaching users to clean hard-to-reach and missed areas and focused brushing techniques which are based on each user's unique needs. Here are some of the results from the intensive product research:

- 90% of patients surveyed said the Philips Sonicare Flexcare Platinum Connected toothbrush's real-time feedback helped them to use the brush with better technique
- 95% of consumers surveyed agreed that the Philips Sonicare Flexcare Platinum Connected toothbrush is the most effective product they have ever used for building healthier brushing techniques
- 77% of users surveyed felt more motivated to brush vs. using a non-connected toothbrush
- The average brushing duration went up by 6%, from 1.88 minutes to 2.0 minutes once the TouchUp technology was implemented during prototype testing of the new Philips Sonicare brush, displaying customized guidance based on actual brushing data in order to immediately address missed areas

In need of an insightful approach?

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