



Los Gatos, CA
www.motochicgear.com

MotoChic makes functional, form fitting, and fashionable gear for women who enjoy the freedom and fun of exploring on two wheels. The company developed the Lauren bag, a versatile bag that can be used as a backpack or a purse, and was inspired by the enduring beauty and independent spirit of the iconic American model and actress Lauren Hutton.

"We had seamless account service with the Qualtrics Panels team and impeccable response times. With a dedicated account manager to run the process, we got the results we needed in a weekend. Having the right data, at the right time, from the right audience made all the difference. We saved thousands of dollars in design and production costs."

*Debra Chin
Founder/CEO, MotoChic
Stylish Gear for On and Off Road Adventures*



Challenges

- Lack of fashionable, form-fitting clothes and accessories for women who ride motorcycles
- Needed real-time customer and market feedback from a targeted audience
- SurveyMonkey lacked robust features and analytics

Solution

MotoChic uses Qualtrics Research Suite and Qualtrics Panels to:

- Create sophisticated surveys including skip logic, cross tabs and randomization
- Conduct market research to create a flagship product with broad appeal for style conscious women who ride motorcycles or scooters
- Find the right sample audience using Qualtrics Panels and conduct timely testing with a dedicated account manager
- Refine new product direction with concept testing, using engaging surveys with multiple product images

Results

- Gained real-time data to make informed decisions about product design, marketing and production, saving thousands of dollars
- Validated pricing to support business model
- Reduced sample time by fielding surveys in a few days to meet design schedules
- Saved money on panel testing with a Qualtrics account manager to manage quotas