



# Signals from the future:

## Emerging methods in product experience insights

**Alexandra Kuzmina**, Innovation Director, MMR Research Worldwide

**Nadia Byrnes**, Account Director, MMR Research Worldwide

As tech and consumer habits shift, **product experience research** can't stand still. This presentation shows how future thinking helps brands stay ahead of emerging trends.

From voice-enabled chatbots and virtual moderators to **Agentic AI Personas** powered by dynamic data, discover how new tools are transforming the way we engage and **understand consumers**.



**In dealing with the future,  
it is far more important to be  
imaginative than to be right.**

**– Alvin Toffler**, Future Shock

### **Harness these insights to:**

- Anchor your thinking on AI and emerging research methods with a **clear framework**
- Spot early signals of change in technology and **consumer behaviour**
- Turn future possibilities into **actionable opportunities**

You'll leave with the tools and mindsets to navigate a fast-changing tech landscape and **keep product experience research future-ready**.

**Scan to watch the full presentation.**

Prefer to watch it later? Sign up for a reminder.

