

How American Standard Elevated their Customers' Purchasing and Faucet Installation Journey

We supported American Standard in refining their installation guidance, resulting in a successful product with clear user-friendly instructions.

Objective

To ensure the best customer experience and maintain its brand reputation, American Standard needed to provide proper guidance to DIY installers for connecting and setting up their new faucets.

Given the sophistication of the technology and the premium price point, American Standard knew that customers would have high expectations.

Methodology

To help American Standard provide the guidance needed, we provided individuals shopping for high-end kitchen faucets with a faucet to install and use. They recorded in-depth videos covering key parts of the process, including reading the instructions, installing the new faucet, conducting trials after the installation, and any modifications they made to the installation.

They recorded their reactions after using the faucet for one week and again after two weeks.

Outcome

We worked with the American Standard product development team to refine the installation instructions and address a challenging procedure. We also added an explanation on how to install one often unused key part in the installation videos.

As a result, American Standard delivered a successful product with clear instructions that ensured high satisfaction and quality use after installation.

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