

Executive Summary



LifeTraits® Quiz



January 25, 2008

Customers face more choices with more demands on their time. eCommerce is their answer in more and more arenas. As retailers and service providers we need to quickly capture attention, entertain and build community connecting with web-based offerings. Interactivity is essential for increasing website loiter time. Exceptional customer online experience is personalized and engaging, providing an opportunity for learning and experiencing something new. Exceptional on-line interaction also provides tailored responses with new information that transforms the future responses of the customer. For example, focus on a customer's personal LifeTraits®, or design personality, changes the way a customer makes decisions and the offerings suggested to them.

LifeTraits Offerings:

LifeTraits® Quiz

A fun 20-question on-line quiz that provides immediate results that connects the world of design personality with understanding and personalized identification with products, relationships and environment. Customizes products with individual personalities.

Licensing

LifeTraits materials provide a tailored customer connection to product selections and sales based on personal preference. Licensing of LifeTraits connect retailers with their customers and clients to websites. This engages buyers with sellers so product offerings are a tighter fit with customer preferences.

LifeTraits Data

Product and Design specific psychographic data; these reports identify buyer preferences, purchasing tendencies and trends.

Product Identification and design

Merchandising and color palettes identified by LifeTraits personalize the buyer's experience and translate customer preferences into product selections, design and sales.

Video Production

Concept360 collaborates to provide video for customized concept, visual and text development. Videos are created to educate and generate content that enhances customer experience.

Training

Customer service development, education and training is personalized to environment and venue. Training is focused to engage customers, offering a memorable buying experience which builds repeat and referral purchases.

Personal Appearances

Polly, author and creative director, presents an authentic persona, genuine "girl next door" and an approachable personality. She can connect with workshops, retreats and provide keynotes for groups of all sizes. She can provide training sessions to facilitate team-building, co-branding and marketing. Polly is represented by Washington Speakers Bureau, appears on Meredith's Better TV, and presents at national ASID (American Society of Interior Designers) conferences.

Strategies:

- License LifeTraits® brand, Quiz (LTQ,) icons and data.
- Create a link to internet sites to capture customer data streams.
- Obtain customer LifeTraits data and analyze for :
 - target marketing
 - customized product design
 - merchandising using newplatforms.
 - LifeTraits video development
- Train your staff for optimum results.

Ability to rapidly connect and understand the web -based customer's preferences makes time with them more productive. Polly Zeleny has created a valid and reliable interactive tool that captures customer preferences based on four design personalities. Partnering with the founder of the DISC/TTI, the LifeTraits Quiz was developed and is now licensed nationwide by Hunter Douglas Corporation. Each LifeTraits personality serves as a field to identify customer preferences. Use of customer data provides increased effectiveness in target marketing with added value to partners. Costs are reduced and efficiencies increased. Polly's book, *Creating Your LifeSpace*, is available at Barnes and Noble.

The LifeTraits Quiz gathers customer data, displays preferences, and provides market segmentation with a snapshot of the design personality of the person taking the Quiz. See Graphs 1 and 2.

Graph 1:

LifeTrait Quadrant Analysis- Products ABC, DEF, GHI, JKL by Palettes 1, 2, 3, 4
Sale Percent of Total Grid for Each LifeTrait

Purist				
Palette:	1	2	3	4
ABC	16%	5%	10%	8%
DEF	12%	4%	7%	6%
GHI	8%	2%	5%	4%
JKI	6%	2%	4%	3%
				100%
Preference Strength is:		2.9		
Highest Volume - Palette 1, ABC				

Director				
Palette:	1	2	3	4
ABC	6%	5%	15%	5%
DEF	5%	3%	11%	4%
GHI	5%	4%	12%	4%
JKI	4%	3%	11%	4%
				100%
Preference Strength is:		2.7		
Highest Volume - Palette 3, ABC				

Explorer				
Palette:	1	2	3	4
ABC	2%	7%	2%	3%
DEF	4%	12%	4%	6%
GHI	2%	8%	3%	4%
JKI	6%	20%	7%	10%
				100%
Preference Strength is:		3.8		
Highest Volume - Palette 2, JKI				

Naturalist				
Palette:	1	2	3	4
ABC	4%	4%	2%	6%
DEF	5%	6%	2%	9%
GHI	10%	11%	4%	17%
JKI	5%	5%	2%	9%
				100%
Preference Strength is:		3.1		
Highest Volume - Palette 4, JKI				

LifeTraits Notes:

- Palettes are Varied with Unique Preference Points.
- Product Lines are bisected -- differentiation can be extended between Exp/Nat, Pur/Dir
- Four Quadrant Highpoints (Out of 16 items) are 47% of Total Sales
- Highest On-Target Product Focus is Product Line JKI, Color Selection 2- Explorer

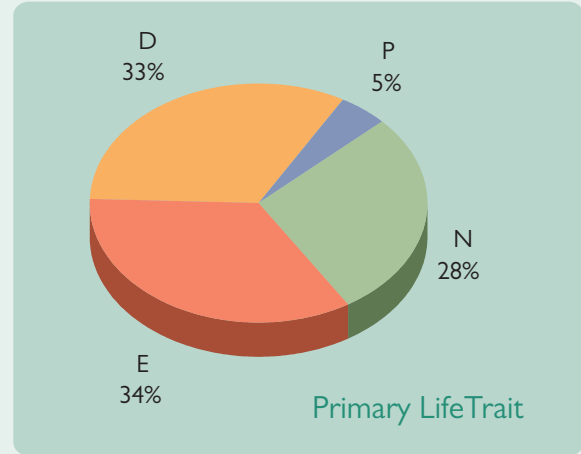
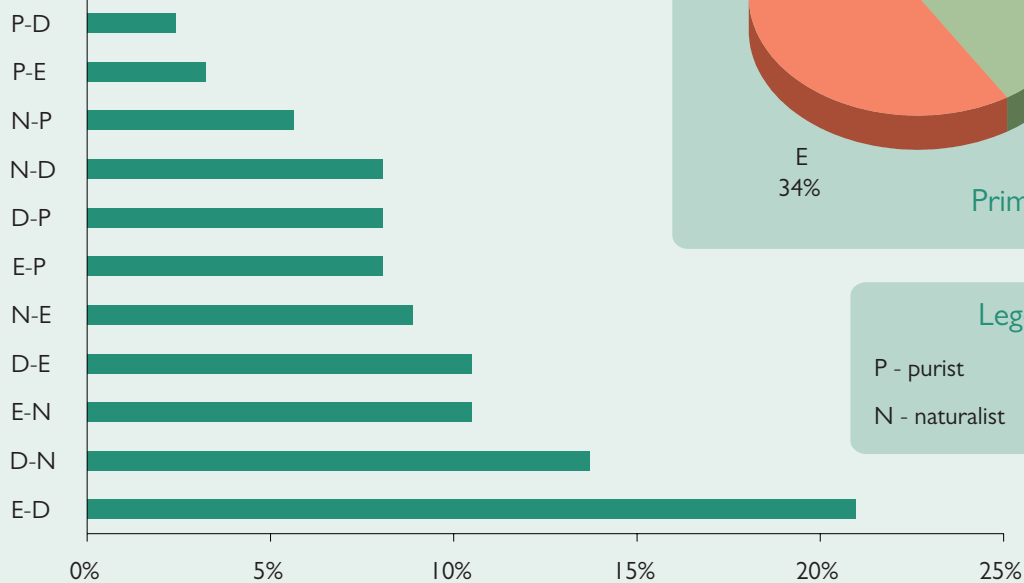
Graph 2:

LifeTraits®



Consumer Sample
Site Location

LT Pairs (Couplets)



Legend

P - purist E - explorer
N - naturalist D - director

Couplet Percentages	E-D	D-N	E-N	D-E	N-E	E-P	D-P	N-D	N-P	P-E	P-D
Series I	21%	14%	10%	10%	9%	8%	8%	8%	6%	3%	2%

The LifeTraits brand, icons, data and LifeTraits Quiz target women ages 24-65, but is not gender specific.

Summary: The LifeTraits licensing model is cost effective and scalable on multiple platforms. The Quiz personalizes customer experience and leverages interest and excitement. The Quiz also provides customer data and preferences.

Contact information: Concept360 is located in Fort Collins, Colorado. Polly Zeleny, Founder of Concept360/ LifeTraits® oversees concept development for cross media interaction and content. Tara L. Griffin, Ph.D., Partnership Director, serves as project director to outline aspects of partnership and market deliverables for multiple and new platforms. Brian Hoag, MBA, Healthcare Consultant and Business Manager consults on all data development for cross media content delivery and implementation.

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