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IDENTIFYING THE TARGET MARKET FOR A NEW
FLOATATION THERAPY SERVICE, FLOWTION

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Opinnäytetyön aiheena oli selvittää paras mahdollinen asiakaskunta uudentyyppiselle hyvinvointipalvelulle, Flowtionille. Flowtion on aloittava yritys, jonka alaa ovat deprivatiotankit. Tämä opinnäytetyö koostuu teoreettisesta tutkimuksesta liittyen palvelumuotoiluun, kelluntaterapian hyötyihin ja terveysvaikutuksiin, sekä kohdemarkkinointiin. Opinnäytetyön tiedon keräämistä varten loin kyselytutkimuksen ”Google Forms”-ohjelman avulla. Kyselyn avulla piti selvittää mahdollisen kohdemarkkinan diversiteetti, ja todentaa kiinnostuksen taso kyseistä kelluntapalvelua varten. Kyselyyn vastasi 41 ihmistä, ja jakelukanavana toimi ”Facebook”-yhteisöpalvelu. Potentiaalisin kohdeyleisö ”Flowtion” rentoutuskelluntakeskukselle, on tutkimuksen perusteella, nuorta, teknologiaan taipuvaista, modernisti ajattelevaa väestöä.

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The purpose of this thesis was to probe and identify the most potential target market for a new kind of wellness-service for Flowtion, a state-of-the-art floatation therapy center, focusing on floatation tanks. To accomplish the main goal for this thesis, a survey was conducted using “Google Forms”. The survey was spread through social media (Facebook), and as a result 41 people answered. The survey helps Flowtion to define their most potential target segment, their behaviour and profile variables (age, gender and lifestyle) as well as a potential secondary target market. Furthermore, this thesis consists of theoretical research about service design, sensory deprivation, its benefits and effects on people, market segmentation and target market. According to the results of this research, a target market was somewhat successfully identified. People aged between 20 to 30, are the most potential target group for Flowtion therapy centre. The target segment is mentally and physically active, relatively young, outgoing and comfortable with technology.

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1 INTRODUCTION

This research was conducted in order to identify the best possible target market for a new kind of wellness service. The new service involves relaxation with sensory deprivation tanks. Flowtion is a small start-up business initially set to launch in Tampere, Finland. Another main objective of this research was to figure out possible expectations, prejudices and readiness of the target market (and the markets in general) for a new kind of wellness-service using sensory deprivation tanks i.e. Floatation tanks. This is achieved through research obtained from professional, academic and other related literature, the collection of primary data via questionnaire, and strong personal vision for sensory deprivation.

This thesis however, will focus primarily on identifying the target market for the case company and utilising that information for the business. What Flowtion is looking to do, is to provide an intensely relaxing experience through *Sensory Deprivation*. The thesis will go through some basic theory behind sensory deprivation, such as its effects on the mind and body.

2 THE CASE COMPANY FLOWTION, BACKGROUND, COMPANY GOALS

Thesis company under investigation in this thesis is called “Flowtion”. Flowtion is a small cooperative start-up business initially set to open in Tampere Finland in 2016. The man behind the service wishes to remain anonymous as he does not want his name published for private reasons. The case company will be referred as “Flowtion” as it is the working title of his project. The idea was to create a cooperative community for young entrepreneurs through a cooperative business model, with Mr. X himself focusing on providing a new kind of wellness service using *sensory deprivation tanks i.e. Floatation tanks*. He wants to deliver a thorough and relaxing experience with his service for a wide spectrum of people, ranging from students to pensioners. The aim for the business is not to only make money but to educate people about themselves and

the possibilities they all have in their minds already. Mr. X plans “Flowtion” to be the number one floatation centre in Finland.

2.1 Flowtion service concept

Flowtion specializes in *Restricted Environment Stimulation Therapy* or REST, in short. The details, effects and benefits for the customer are revised in chapter 3 of this thesis, but the service what Flowtion offers is this: The customer is submerged in an isolation tank horizontally, in a silent, light-insulated tank filled with magnesium-sulphate (Epsom salt) and saturated water, ($1/3 \text{ g/cm}^3$), the water in the tank is like water in the dead sea. The water temperature is maintained at about skin temperature, (varying slightly according to the customers’ personal temperature, but in general the temperature is from 34-36+ Celsius. Each customer will have their own profile in the company’s database, after the first session, (if the customer wants to) so returning customers get more out of the service. This saves time in setting up the tank for the customer. The depth of the water in the tank is 200 to 300 mm. The Epsom salt in the water makes the buoyancy very high, so it is possible to just float effortlessly with only your face and topside of your body out of water. A session in the tank takes usually from 45 minutes to 1 hour, but can be stopped whenever the customer wants to. The tank is not locked or sealed in any way, and it is easy to open and close from the inside. Ear-plugs are used to avoid the saltwater reaching your ears, in order to maximize comfort, and to reduce acoustic stimulation. The tank is filtered and cleaned after each session with UV-light and hydrogen-peroxide.

During the floating session, all stimuli to the brain is reduced to minimum. Deep relaxation ensues. Benefits are both physical and mental (Kjellgren 2008). For more detailed information about the benefits and effects of floating, see chapter 3 of this thesis.

2.2 Flowtion goals

The case company Flowtion is still a small wellness-business and Mr. X wants to expand his possibilities with the floatation tanks. At his present status his business has been very low-key, and mainly advertised through word-of-mouth and other “guerilla-

tactics” of marketing. This thesis should help him to design his service to be more efficient and more profitable. This thesis should help him find his target market for his business through market research, and using service design as a tool. In order to do this, Flowtion needs a clear set of initial goals, in order to set up a consistent, full-time, profitable small company for Mr. X. The goals include:

- Identify the primary and secondary target market for the service
- Improving the service model with service design.
- Learn about the 7ps of marketing, for more effective positioning.

The main goal is to create a stable and profitable, growing business.

2.3 Thesis goals

The main goal absolutely for this thesis is to identify the target market for the company Flowtion through market research. The aim is to show how a small start-up business could make it in a niche market, and how the target market is found, and properly analyzed for creating a wellness service using sensory deprivation tanks. The target market will be identified with various market segmentation techniques, furthermore in this thesis I will go through the theoretical aspects of service design, service marketing, and other relevant topics. After identifying the target market, a service design model will be utilized in order to more effectively accommodate the needs of the target market.

3 WHAT IS SENSORY DEPRIVATION AND HOW DOES IT AFFECT THE MIND AND BODY?

According to the Oxford English Dictionaries, sensory deprivation is: “A process by which someone is deprived of normal external stimuli such as sight and sound for an extended period of time, especially as an experimental technique in psychology” (The Oxford Dictionaries, 2016). In order to conduct a proper research to measure people’s attitudes and interest level to this new kind of service Flowtion is providing, the benefits of REST (Restricted Environment Stimulation Therapy will be gone through in

short. Furthermore, this thesis will go through how the floatation tanks work, to give you a better understanding of the service in question.

3.1 Sensory deprivation tank / Isolation tank / Floatation tank / Floatation-REST health benefits

A Sensory deprivation tank is a lightless, soundproof tank, in which subjects float in saltwater, in skin-temperature. (See chapter 2.1) The tank itself was first developed by John C. Lilly, in 1954 to test the effects of sensory deprivation on the human mind and body, but later research showed that floating in this environment has a plethora of health benefits. Floating in the tank is referred sometimes as sensory deprivation or Restricted Environment Stimulation Therapy (REST). (Lilly, J., 2000). These health benefits include stress reduction, relief of muscle tension and headaches, significant alleviation of chronic pain, anxiety and depression and works as enhancement of mood. Floatation tank therapy has also been found to improve human performance on concentration in scientific creativity, in sports, and with musical instruments. (Fine, T. 2010, Kjellgren, 2013). People suffering from chronic pain have been shown to benefit greatly from floatation therapy, and it helps you sleep better in the night. The users have also reported seeing some hallucinations, both auditory and visual. (Kjellgren, 2001) Furthermore, the Epsom salt used in the tanks has also health benefits, it helps magnesium to be absorbed through the skin, it helps clearing the pores in it, resulting in a smooth and silky feel. (Kjellgren, 2001)

Understanding the benefits and effects of the service will help Flowtion to advertise and pinpoint a target market more appropriately, since we can identify what exactly it is we are offering.

4 MARKET SEGMENTATION AND TARGET MARKET

In this chapter the focus point is to go through the basics and concepts of market segmentation, target market, and why they are very important in marketing and for businesses in general to know and understand.

4.1 Market segmentation

The definition of market segmentation is that it is the process of separating customers, potential or existing, on the market into different groups and categories. In other words, *segments*. Realizing that the markets are not the same for everything, and are divided into segments, means acknowledging the fact that not all customers or consumers are the same, and market segmentation means the process of dividing them into groups of people with similar needs. The reason consumers/customers are divided to groups that have similar needs and wants, is that no matter how good your service or product is, not everyone is willing to buy it. For example, in the home furnishing market, low-income university students, most likely looking for affordable and cheap sets of furniture, are very different compared to the high-income business CEOs looking for high-end, possibly design or tailored products. They are, again, most likely, looking for very different kinds of furniture, so there is no point in marketing the same products for each group.

Effective segmenting is worthwhile mainly because it can increase profits, as customers are very likely to pay extra for the exact product or service that meets their specific needs, for example some airline passengers are willing to pay more, for more spacious seats or on-board entertainment, yet the additional costs to provide these services are quite low for the airline.

Furthermore, through proper segmenting, companies can examine their growth prospects and add more to their product lines. By creating diversity in their product-lines, the companies can pinpoint very certain needs and then offer products or services for those needs. By segmenting markets, companies can identify where they can compete most effectively, with the objective of gaining maximum profits. Segmentation can be divided into consumer and organizational segmentation. (McDonald, Dunbar. 2005, Jobber, Fahy 2004)

4.1.1 Consumer market segmentation

Consumer segmentation criteria can be divided in many ways, even though in reality there is no prescribed way to segment a consumer market, meaning that every com-

pany out there, even if they operated in the same industry, has to segment their markets individually. Consumer segmentation can be done using multiple different combinations of criteria. More popular variables however are:

- Behavioural variables
 - Benefits sought
 - It is important to understand *why* consumers buy whatever they buy (whether it be the functional characteristics, economical, convenience, and availability), it is vital part of segmentation, because it will help companies *identify more opportunities* for the business. It is almost essential to provide benefits that customers value, and different people value different benefits. (e.g. toothpaste companies make different kinds of pastes for with different attributes, others taste sweeter, targeted for children, others focus on whitening the teeth and others prevent tooth decay etc.) *Benefit segmentation has been found to be the most useful and most practical way of explaining customer behaviour*
 - Purchase occasions
 - What for and *when* is the product or service bought? For effective marketing it is important to understand when people are searching for products or services, to put it simply, most people buy their Christmas ornaments close to Christmas.
 - Purchase behaviour
 - How consumers buy services or products? Are targeted customers in the certain field of business brand loyal or do they switch their providers to whatever suits them best? Determining the purchase behaviour of clientele can offer opportunities pinpointing advertising to be more relevant for targeted customers
 - Usage
 - One way to divide customers or consumers could be based on their usage of certain product/service. Are there heavy-users, light-users or moderates? For example, focusing advertisement on the heavy users on the assumption that it would create

brand loyalty can be beneficial, since sometimes 80 % of sales come from 20% of customers. (Jobber, Fahy p. 114-118)

- Perceptions and beliefs.
 - How is the product or service perceived by the masses? How does it aim to satisfy their expectations and desires for a benefit they're searching for? What is the image being sent out to consumers? This is one of the key points with Flowtion, since floatation tanks are working on a niche market, and the image seems to be rather mysterious. (Dibb, Simkin, 1996)
- Psychographic variables
 - Lifestyle
 - to what kind of people is the service targeted to? This type of segmentation is done to reflect the targeted clientele's activities, inspiration, and opinions. Lifestyle grouping is effective since birds of a feather flock together, and similar people have somewhat predictable media habits too. For example, people who enjoy fishing follow most likely fishing magazines, and/or other types of media. This category can be further divided to personalities as well. What kind of personality types are most likely to follow certain things, for example Flowtion is providing a service focused on mental wellbeing (like yoga), so it could be beneficial to find out what kind of people are attracted to this kind of activities. The survey for this thesis focuses heavily in finding out the lifestyle, and behaviour of possible target market.
- Profile variables
 - These are the very basic variables, such as age, gender, life cycle (couples, singles...) social class, income-level, geographic and geodemographic aspects. Also very important for Flowtion to find out, because people, of different ages and genders have different preferences, and are seeking different benefits too. (Jobber, Fahy, 2004, p. 114-118)

4.2 Target market

The target market is the specific group of people the services or products are aimed at. Defining the target market is one of the most important aspects when operating a sustainable and profitable business. Defining the target market also explains the customers to whom the service is marketed to, there are variable ways to determine the target market and in this thesis the *marketing mix* business tool will be implemented. It includes the theory of the 4Ps. Market segmentation is vital for targeting, because it is important to first identify the segments you want to target. (Vahlman, N., 2015) The research survey, that was conducted for this thesis aims to give an answer to Flowtion, for the question: “Who is our target market?”.

5 MARKETING MIX

Marketing mix a set of tools or other means available to the company, to improve the compatibility between benefits sought by consumers and those offered by the business. This is done in order to gain a competitive advantage. These tools include *product*, *price*, *promotion*, and *place*. (services and distribution). The four Ps. (McDonald, Dunbar 2004. p. 203)

Flowtion is providing a service and therefore it is useful to add three more Ps to the marketing mix, in order to fully describe the business offer. These are people, physical evidence and process, this whole set is called “the 7ps of marketing”. (Clarke, 2000)

5.1 Service Design

What is the difference between product and a service? Both are trying to benefit the consumer after all. Flowtion is a new business, so it is relevant to go through some concepts of service design, in order to apply the data from the Flowtion survey in to action. Service design is necessary after identifying the target market, since it is necessary to keep the audience and the customer’s needs in mind. After the market is identified, they needs of that market should be addressed accordingly. Maintaining a

profitable and sustainable business is not entirely about what the provider wants, it is about what the audience and your target market wants (Gaines 2011). Service design is a complex topic, so I'll try and explain some topics relevant for Flowtion.

The purpose of service design is to plan and organize things that are connected to the service; people, infrastructure, communication and material. This is for the benefit of the service-provider as well as the consumer. The aim of service design is to improve the quality and interaction between the two (Provider – consumer), so that the service is both user-friendly and competitive compared to others (Toivonen, 2014). The service design is the plan how the service is provided to consumer, in what setting, with what kind of tools it is provided, how and where the service is provided. Service design is a result from service design process. This process will be most effective after the target market has been identified. Aarne van Oosterom has proposed a five phase service design process that includes:

- Discovering
 - This phase is about understanding the service context and the users, as well as business environment of the customer. Identifying your service is imperative for your company's success. What is the benefit of the service, that is being provided for the future consumer? Where is the customer coming from?
- Concepting
 - This phase means visualizing, and brainstorming the service idea to relative reality. It means prototyping the service and the service process. With concepts and prototypes it is possible to test your target markets response to the service in question, before implementing any bigger plans. Concepting is the most effective, when done in conjunction with the target market. Good ways to start forming the service concept is to talking to customers, brainstorming and workshops for testing out ideas.
- Designing
 - In this part the data received from previous phases is put to use. A good idea is to draw or write it on paper and start designing roughly, the result is a so called design blueprint. In this phase the service is finalized, and so is the service offered for the targeted customers. (I.e. Flowtion Restricted Environment Therapy, the floatation experience).

- Building
 - In this phase, the touchpoints of the service are built. They are physical locations, choice of media for advertising, up to training of employees and sharing the vision of the business to others working on it. In this phase the service is wrapped into full package, to deliver the outcome, and to creating a marketing/communication strategy.
- Implementing
 - In the implementing phase, everything regarding the service or product should be ready, tested and ready to launch. Basically, this means that the service and the whole package around it is done. The premises are finalized, the staff is trained, and the experience for the consumer is completed. In implementing phase, the service is opened for business. (Oosterom, 2009)

5.2 The 7ps of Flowtion

Since marketing of services somehow is different from marketing goods, it is important to grasp some points about service marketing. Normally, with products there are the “4ps”. That is the most straight-forward and simple way to compose a marketing mix for the company. Services are a different ballgame though, so these 4ps are reinforced with 3 additional Ps, to describe the business offer more thoroughly. This helps the business to identify itself more efficiently, and the key to effective targeted marketing is knowing oneself before all else. These 7ps are:

- Product/service
 - Flowtion offers deep relaxation service with floatation tanks, utilizing “REST” Method. (Restricted Environment Stimulation Therapy). Benefits of the service for the consumer are intangible, mental and physical wellbeing. The benefits of the service are hard to measure.
- Price
 - Pricing has to be competitive yet appealing due to the exclusive nature of the service. However, it should not be the dominant issue in a service context. The customer or consumer always sets the value they have for

the service, not the provider or the price. Other customers could think 55 euros for an hour in the float tank would be too much, some people could think it is worth to pay that for the benefit it provides to them personally. The key is to find those people who value your service the way you do. Flowtion offers a service, that gives the consumer the best benefits if they keep returning to the float centre. For example, in this case pricing could be adjusted accordingly (one time 59,90, 10x serial card 399,99). (Clarke, 2000).

- Promotion
 - Promotion includes all the activities that involve communication with the customer about the product and its benefits and features for the consumer. Emphasizing relevant features or benefits to the right target group, can yield positive results for the business. Promotion part is about creating a discussion channel with the targeted consumer base, and it is very important part in fostering brand loyalty. The way you talk to people, and listen to them is all part of the branding process. (Clarke 2000) The most cost effective way of advertising, for example, for Flowtion is social media and internet-based marketing, since Mr. X is running a very small business, it is very hard for him to allocate a lot of funds to marketing, and the target audience seems to be of the younger generation. (see ch. 6 of this thesis) (Cleverism, 2014)
- Place
 - Also known as placement or distribution. Place means the process and methods used to provide the consumer with product or service. Flowtion is using direct distribution channel, since it is a service locked in one place. The tank is not moving so the consumer has to come to Flowtion, so Flowtion needs to make it work accordingly.
- People
 - People are perhaps the most important part of the marketing mix with services. It is called a service. It is from people to people. The nature of service is such that it is most likely procured and consumed on the spot, and the experience it gives can be changed dramatically by changing people providing or experiencing the service. Customer service is vital

part of the experience with Flowtion, floatation tanks in general as well. (marketingteacher 2014)

- Physical evidence
 - Physical evidence is the real, physical material the business has, in order to provide the service for the consumers. Often customers rely on the tangibles when they are valuing a service, and this P is designed to help consumers to grasp the value more effectively. This means that people will likely to evaluate tidiness, hygiene, smells, visuals and style of Flowtion premises. The physical evidence includes ambience as well. Ambience is the overall feel of the place. For example, Flowtion's success is going to rely a lot on its premises. The surroundings, what do you see before, and after floating, is very important aspects for the whole floating experience and the design of the float center. Mr. X's vision is to ensure calm, and enjoyable, very relaxing effect for his customers.
- Process
 - This element of the marketing mix addresses the systems that are used to deliver the service. This is especially important for service businesses, and optimizing the processes within your business do make a difference. Processes mean how the service is handled, what are the paying options for example. How to make the floating experience as least stressful as it can be? Is the service paid beforehand via the internet, or credit cards or cash, or does the business have some kind of membership system? All these are relevant questions when defining this P. (Service marketing mix)



6 RESEARCH METHODOLOGY / ANALYSIS

The survey I have created with “Google Forms”, an online survey application, is a part of mixed methodology research, a combination of qualitative and quantitative research questions. The survey’s goal was to analyse the level of recognition of the target market on sensory deprivation tanks and to get a feel of market in general, how and when do the masses buy wellness-services, and how often they do so. The field of business is somewhat new to Finland and the industry is taking its first steps and it is important for the future of Flowtion to identify how people would be open and accept this new service. The survey had one main goal:

The main goal was to identify the target market, who, and what kind of people are most interested in the service Flowtion is delivering, and then utilise the survey’s results to formulate some changes to improve Flowtion’s business and service design. After the target market is identified, it is possible for Flowtion to alter the experience, they are delivering, to suit better the needs of the target market (For example, if the target market is pensioners, Flowtion can modify its service in order to provide the

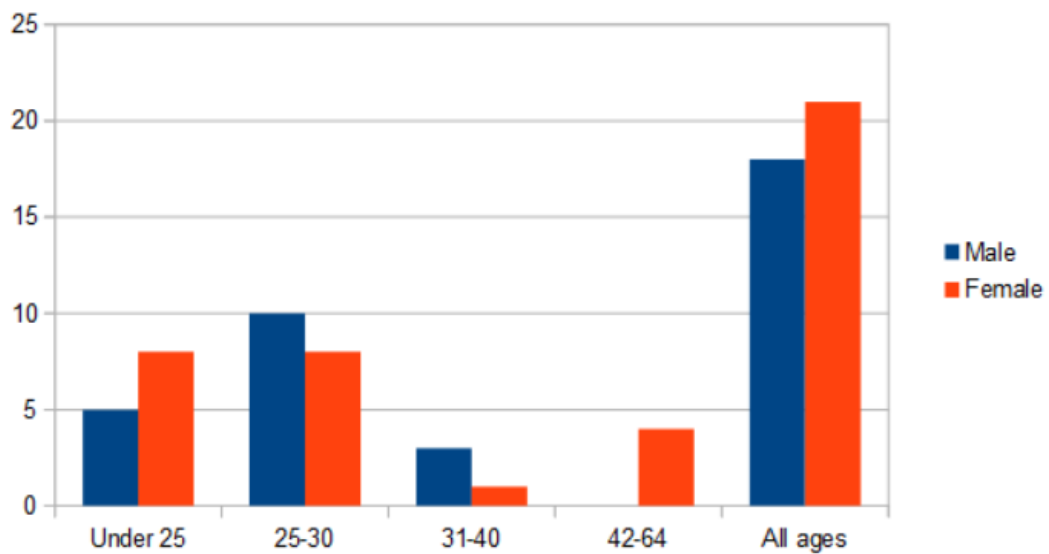
best experience for that segment). The data is supposed to help with concepting and designing of the service, mentioned in Oosterom's model of service design model.

6.1 The "Flowtion Survey"

The survey for this thesis was conducted with "Google Forms" and it was spread out to social media (Facebook). It was completely written in English and answered in English as well. The idea was to get a hold of the possible target group, define that, and help Flowtion to understand what the market segment would be best for them to target.

The questionnaire had 17 questions, and it was divided in 2 parts, 3 open-ended, and 14 multiple choice questions. The survey took place from Thursday, 5th of May until Monday the 9th of May. The goal was to get 30 responses for data and that goal was met with 41 responses. 22 of the respondents were women, 19 were men. The majority of the respondents were students but fortunately there were a lot of variety too. Google forms made summaries automatically which was helpful, but some further, more detailed analysis by hand was conducted from the raw data of the survey, with Google Sheets. Google sheets is calculation program from google, similar to Microsoft Excel. Google Forms gave some charts to work on and to analyse to, but in order to be more relevant for Flowtion, the data was divided a little bit further. The questions will be gone through in this chapter, and the screenshots of the survey can be found from the appendices-section of this thesis.

First off, the aim was getting to know the basic profile variables of the respondents, location, sex, age group, just to get a feel which age group might have the most knowledge before-hand about floatation. It is helpful for Flowtion to know these variables of its target market as well, so Flowtion can start planning changes on its service design. Here is the chart for all 41 respondents age/gender division. (See graphic on the next page)



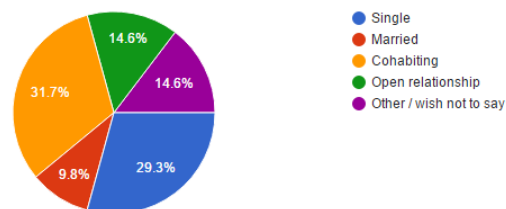
As can be seen, the majority of respondents were relatively young people and a bit surprisingly, a slight majority was women. Most of them were under 30 years old. This could be explained by the choice of platform (social media). But for more relevance and simplicity the data was compiled to one chart, age groups and gender. So far the biggest interest for my survey came from age groups:” Under 25 to 30”, in both males and females. Floation is suitable for every age group, but the goal is to reach the most optimal target group.

The next question was about occupation. I understand that this is personal information, but the survey was anonymous for the sake of respondents’ privacy, but still, not all disclosed their occupation. More information about the respondents’ occupations can be found in the appendices section of this thesis, but they ranged from students to credit card analysts. This question was asked in order to prove the variety of respondents for research, and service design purposes. (For example, if majority of the target market is students, as it seems to be according to these results, it could be profitable for Flowtion to offer student discounts, and get in to the student marketing networks in Finland.)

In order to make sure that the information would be relevant in the Finnish markets, it was useful to learn about the location of the respondents. The aim was to find out how the Finnish markets respond to this service. This was also for segmenting purposes, because people in the cities and in the countryside most likely have different kind of lifestyles. The survey was limited somewhat successfully to people living in Finland (only a few responses came from America, and Italy), making it more relevant

for Flowtion, since it is located in Tampere. Most of the respondents were from, Pori, Turku, Helsinki or Lahti. Very similar cities to Tampere so the data ought to be fine for comparison too. So far most of the respondents are young, city-dwelling people, with some initial knowledge of floatation therapy. The city itself is not so important but it does give clues how to position Flowtion in the markets.

Marital Status (41 responses)

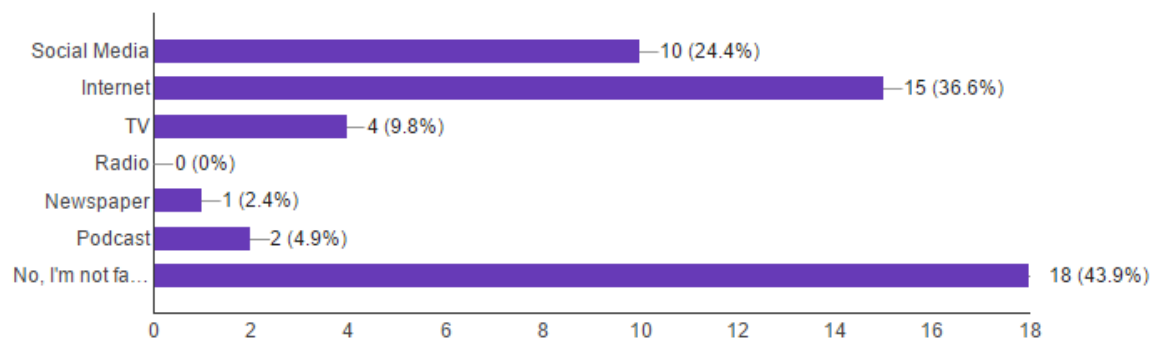


The next one on the list was a question about marital status, it went hand in hand with occupation, to prove some diversity amongst the respondents. The service is experienced alone, but as it can be seen here, many are living in some kind of relationship. Flowtion gift card could work to some extent.

6.1.1 The Initial Knowledge

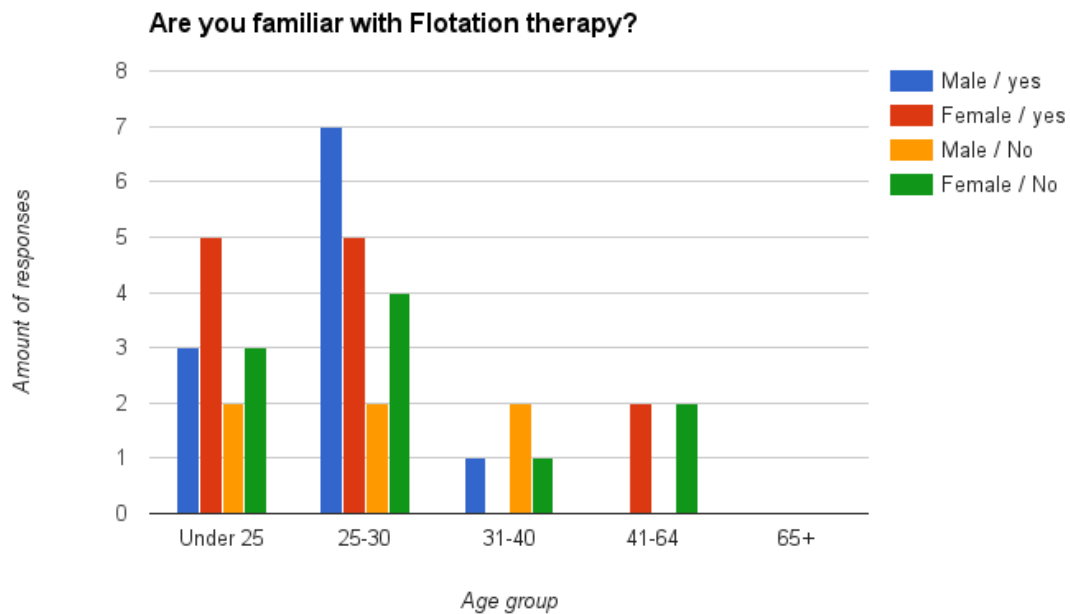
Have you heard or are you otherwise familiar with Floatation tanks before taking this survey? How did you learn about floatation therapy?

(41 responses)



After initial basic questions, that determined some profile variables, (age, geography, lifestyle, lifecycle...) It was time to ask more direct questions about floating. This was important question, because it shows how educated the group of respondents are in the field of floatation therapy. As it can be seen, social media and internet in general are the channels people have learned about float tanks, of all the people who were kind enough to take the survey. Interesting fact is that, out of all people who replied, about

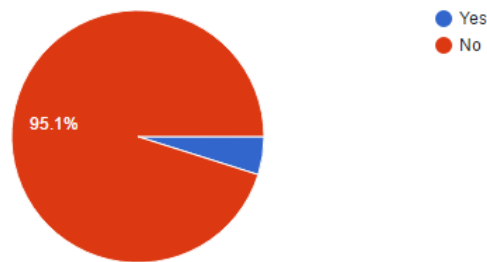
half are familiar with the concept, and half aren't familiar with the service at all. So educating people about floating in general could prove to be useful for Flowtion in the future. For further analysis, the data was crunched a bit more. The respondents were divided the like this: (see graphic) In order to determine more accurately, who and in



which age group, were, or were not, familiar with float tanks beforehand. The results are satisfying. According to this limited survey it seems that most knowledgeable are people aged from under 25 to 30. In both males and females. This is a good thing to take into consideration, when determining the marketing plan for this target group.

The next question was in two parts and was in conjunction to the prior question, because Mr. X from Flowtion wanted to know who had actually tried floating before, the expectation was that not many had, and the survey backed up this hypothesis. The disappointing fact about this part, was that, not that many replied for specifying question, only 8 responded, out of 41, saying that they were interested in trying floating. A piece of critique has to be mentioned here, the survey was a bit unclear on what was asked in this particular section. However, the results say that only two had tried it before. 39 had not tried it, and only 5 were eager enough to show their willingness in trying. The thing that was encouraging though, was that those two of who had tried, would absolutely recommend it to others, so the service is good. Maybe just a bit too mysterious. The survey did not seem to be very interesting to fill.

Have you floated before? (41 responses)



If you answered yes, where did you do it? Would you recommend floating for anyone? If you answered no, would you still be interested to try floatation therapy?

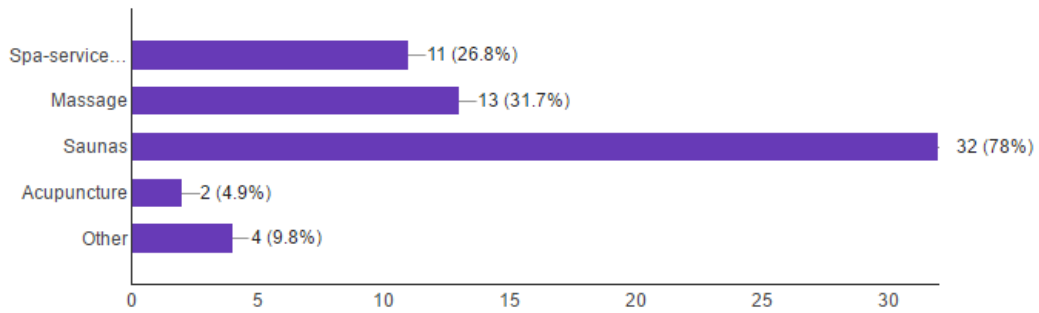
(8 responses)

Yes
Yes
Yes
Yes
Yes, it was fun, 5/5!
I floated at the FloatingHelsinki and would definately recommend everyone to try it!
yes
Have not tried but am very interested in trying

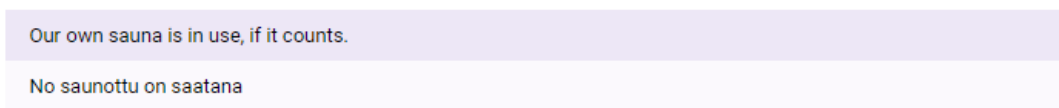
The next question was about wellness services in general, how often do people use them, in order to learn that there is a need or a benefit worth seeking for from wellness services. The responses from this question also shed some light on the behavioural variables, such as *purchase behaviour*, and *purchase occasion* and also *usage* rate of wellness services amongst the respondents. It seems that the majority of the respondents do buy these services somewhat rarely. One third uses these services a couple of times a month. This suggests that the purchase occasion does not follow only national holidays such as Christmas or other high season and that there is a demand at least among the respondents for regular wellness services. Although the other third uses the services only a couple of times a year, suggesting that it is mostly a luxurious treat for them. The assumption is, that people who are already using some wellness-services, would be perhaps, a bit more open to try a new one too. The results gave some insight on how the respondents spend on these services. As was mentioned, all the respondents use wellness services in their life somehow. Flowtion offers a relaxation service, and

the physical and mental health benefits of the service are ensured with regular visits to the centre, couple of times a month, which is the best kind of pace for floating too. (According to Mr. X, Perpetual floating ensures long lasting positive effects.) Encouraging was the fact that according to this survey at least, the niche market for Flowtion is there.

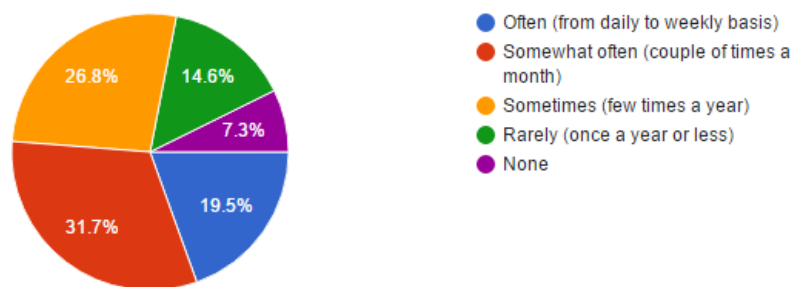
Do you use other alternative wellness-services? (41 responses)



Please, specify (2 responses)



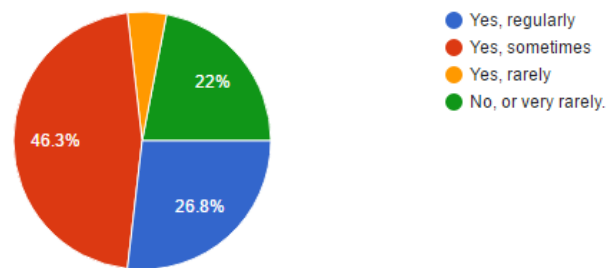
How often do you use wellness-services in general? (41 responses)



6.1.2 Part 2, “Flowtion Survey”

In the second part of the research survey, the focus point was more on the health benefits and effects on floating for stress and anxiety. These questions were formulated

Do you suffer from stress or anxiety? (41 responses)



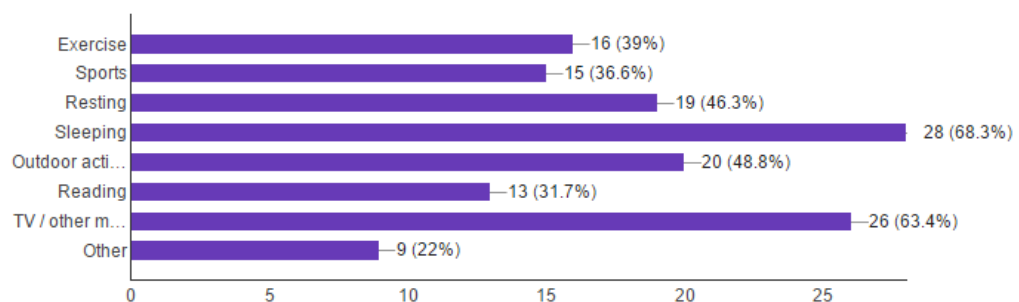
according to theoretical research of floating, and the aim was to learn, if people had any needs or problems, that could be eased with floatation therapy. It seems that the respondents do have a plethora of problems, and that floating could help them with their ailments. Knowing that the possible target market has these problems, would make justifying the need for the service easier.

As it is shown, over 2/3 of the respondents suffer from some kind of stress, or anxiety on regular basis. Floating therapy has been shown to ease this significantly, so the need is there. The aim of these questions was to learn, how actually do people relieve their stress, if it was not the sensory deprivation tank.

The idea for this next question was to determine if people want and try to do something about their stress. Exercise and sports, with sleeping are the most common methods to relieve stress. This piece of data could be used in determining advertising channels. Floating could be an alternative to some of these people, since it does not

How do you relieve your stress, or recover from stressful situations?

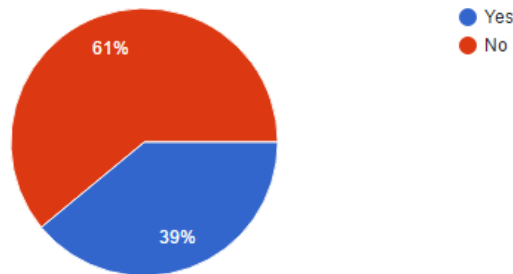
(41 responses)



Floating & pain

Do you have perpetual or chronic pain, from work or freetime, or otherwise?

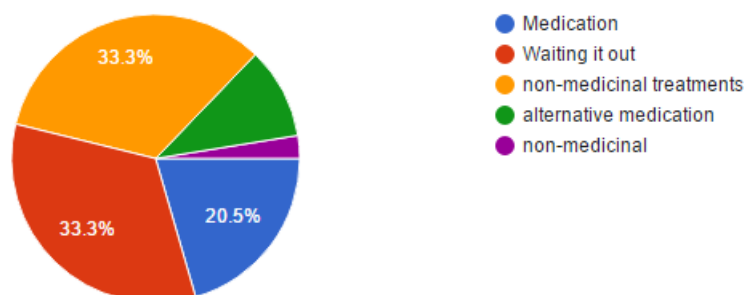
(41 responses)



take too much time at once, and the relaxation is very profound. Also flotation can be used in conjunction with the most common methods of stress relief. The results from this question were satisfactory, since only 9 out of 41 responded other. The data received is solid.

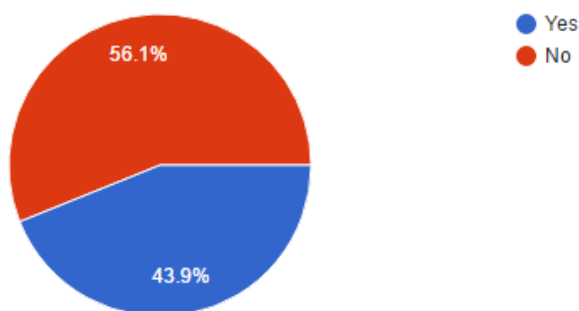
The next part was about pain management. As it has been pointed out, floating has been shown to ease and mitigate chronic pain almost completely. For determining some marketing and advertising points, it seems that the respondents do suffer from a lot of pain. Over 39% said they suffer from perpetual or chronic pain. This is good to know for advertising purposes. Floating could help these people to manage their pain, and on the plus-side it is non-invasive and medicine-free treatment. This seems to be a good thing, according to the respondents. Over half of all the respondents do not want to use medication too much, showing that there could be a need for another non-medicinal pain treatment. This is relevant information, when thinking about advertisement for Flowtion. These results also give some ideas about the *psychographic variables* within the respondents. The possible target seems not to value medication in pain treatment, and that gives a clue about the lifestyles of the respondents.

How do you manage your pain, if needed? (39 responses)



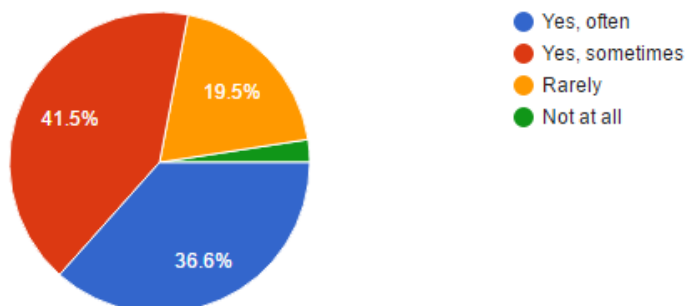
As the nature of floating therapy is to offer deep relaxation, the aim was to know, if people had any problems with anxiety. For advertising purposes, and of course the results should give some insight about what benefits the respondents could be looking for. As it turns out, less than half of the respondents have at least self-proclaimed problem with anxiety. Floating helps with anxiety. These questions are based on the benefits of floating and this survey is starting to show its worth, since so many (according to “Flowtion Survey”) have problems with anxiety. The need for floatation therapy for the target market is starting to form up.

Do you have problems with anxiety? (41 responses)



As you can see, 43,9 % of the respondents reported, that they suffer from anxiety from time to time.

Do you exercise, or play sports? (41 responses)



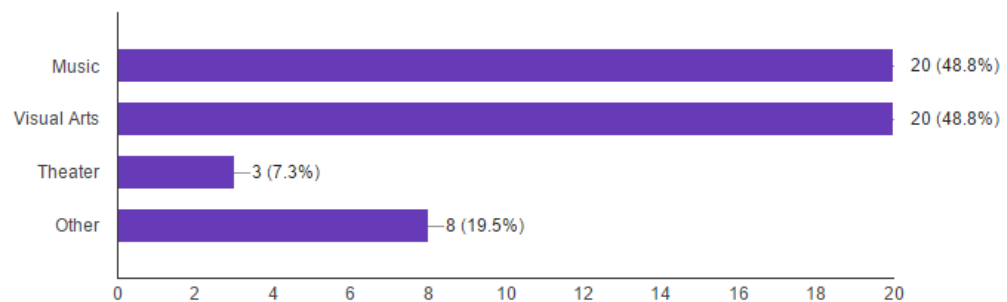
The respondents are also somewhat active. And as it is known, exercise causes pain and injuries, that need to be treated. Flowtion offers a solution, medicine-free, for these

respondents. Majority of the respondents have some kind of problem or need they could ease with floating, and although this is slightly far-fetched, but this part of the survey shows what are the *benefits sought* by the respondents. This is encouraging news for Flowtion, and the target market is forming up.

Of course floating does not help only physically. It has been shown to increase artistic creativity and creative problem-solving skills, so in order to find out, if people did anything creative or had other similar activities and more importantly, the aim was to learn if they wanted to improve on those skills, the final question of the survey was formulated, and absolutely surprising to no one, the research suggests that the respondents do have those activities. Only 8 out of 41 said “other” in my survey. Still 40 people responded music or / and arts. It was a multiple choice question.

Floating & Creativity

Do you have recreational, artistic hobbies or activities? (41 responses)



6.2 The limitations of the survey

The survey was slightly one-sided, as the platform that was used, was only Facebook. The age division of the respondents can be explained by this limitation, as the biggest user group in Facebook, are people aged between 20-30. (Statista 2016) In order to get a broader audience and more respondents, a wider spectrum of channels should have been used, such as direct emails, or personal interviews. Before advancing with any major changes, Flowtion should consider issuing another survey, that would be spread out more widely.

Furthermore, more care should have been taken, when conducting the survey. Grammatically everything is sound, but on question number 14, there is one unnecessary option. The last question about creative activities had no “No” option. One sharp respondent returned with feedback on that. Also the question about marital status did not give so much useful information. It only showed the diversity between the respondents.

On a personal note, the survey did not shed enough light on all the variables I would have liked. For example, a question about reasons, what for do the respondents buy wellness services could have been useful for relevant data collection. Are the services bought as presents or gifts and such?

6.3 Conclusion of analysis.

Answering the research question?

After carefully analyzing the data that was collected, a conclusion about the research question has been reached. Was the target market identified? Not with laser-like accuracy, but some kind of target market for Flowtion was found. The respondents were open to the idea of floatation therapy in general, and the feedback about the survey was mostly positive. Most knowledgeable, and biggest group of people, who knew about floating, were city-dwelling males and females aged under 25 to 30. They are internet-savvy and lead an active lifestyle, both physically and mentally. The survey gave an idea what kind of *psychographic variables* are at play here. (The respondents are skeptical of medicinal treatments, they exercise a lot and have many artistic hobbies.) Marital status varies a lot and is not so relevant considering floating, but shows the diversity amongst the respondents, and what is their lifecycle at this time. Most were living in some kind of relationship. Students showed a lot of interest, however, since floating is good for everybody, and this was only one survey, Flowtion should not focus too intensely on this segment, but according to the survey, they are the most potent group. Further investigation is recommended for Flowtion, before implementing any bigger changes.

One of the most important notions that was made from the survey was the need for education about sensory deprivation tanks. The group mentioned above is by far the most informed but we have to remember that almost half had not heard or learned

about floatation at all prior to this survey. The potential market within reach is vast, but it needs to be educated first.

According to the survey and prior research about floatation therapy, people with perpetual or chronic pain could be the secondary target group. It has been shown to help with anxiety and stress, and other mental issues, so it could prove fruitful to extend marketing to athletes and the elderly, and people on executive positions in business'.

According to the survey conducted, there seems to be a place for another floatation therapy center in Finland. The Flowtion survey managed to reach a wide variety of people from all walks of life (despite the limitations mentioned earlier), and is suggesting that people are open to this new kind of wellness-service, and are willing to try it, and that Flowtion could provide people with positive experiences that would benefit them physically and mentally.

The most potential target segment for Flowtion, floatation therapy center:

- ***Aged from 20-30***
- ***Lead an active lifestyle both mentally and physically***
- ***Are internet-savvy and active in social media.***
- ***Have artistic activities and hobbies***
- ***Value non-medicinal treatments over medicinal, when considering their wellbeing***
- ***Require education about floatation therapy***

The target group is seeking to relieve their anxiety and pain, also the analysis suggests that the target group values more natural ways to treat themselves. Purchase occasions for the majority of the target group are somewhat frequent. They buy and consume wellness services on regular basis. The service Flowtion is offering is still so new in Finland, that no brands have not been formed, so the purchase behavior is still difficult to determine.

On a further notice, Flowtion should consider targeting a secondary target group as well. They might require even more education in order to get rid of the feel of “humbug”, that could occupy someone’s mind when thinking about floating. After all it is a dark tank filled with water. But analyzing the survey and prior research a secondary target group could be formed.

Secondary target segment for Flowtion, floatation therapy center:

- *Athletes*
- *Artists*
- *People working stressful jobs, or otherwise have stress- or anxiety-related disorders*
- *People with perpetual or chronic pain (Elderly)*

As a side note, float therapy could also help people battling with addictions, but this is a niche market. However, extending the help to anyone in need is a honourable goal, and could add PR-value of the Flowtion brand.

7 SUGGESTIONS FOR FLOWTION / CONCLUSION

In this part I will give Flowtion some suggestions about channels and ways to reach and keep hold of their newly identified target market. Flowtion is completely new business and are running on a small budget, so to keep that in mind, a conclusion has been reached.

7.1 Suggestions on improving the Flowtion experience

Now that the target market has been roughly identified, it would be in Flowtion's best interest to slightly alter their service to match their target market. Oosterom's model mentioned earlier in the chapter 5 of this thesis should be useful in this regard. The service Flowtion is providing offers benefits that the target market is seeking, and also the perceptions and beliefs of the target market about the service are positive, so the service has been discovered. As the target market falls between the ages of 20 to 30, it could be a good idea to implement some kind of digital solutions within the service, as they are most likely savant with mobile and other internet devices (this conclusion can be drawn from the survey, and how the respondents took it). For example, reserving the appointment in the Flowtion Centre could happen through a mobile application, or otherwise through the internet. It is important to remember that although the target group is very able in using smart devices, it does not include everybody, and Flowtion

should take other possible customers into consideration as well. It is also worthwhile to apply the service design model suggested in this thesis before making any larger changes.

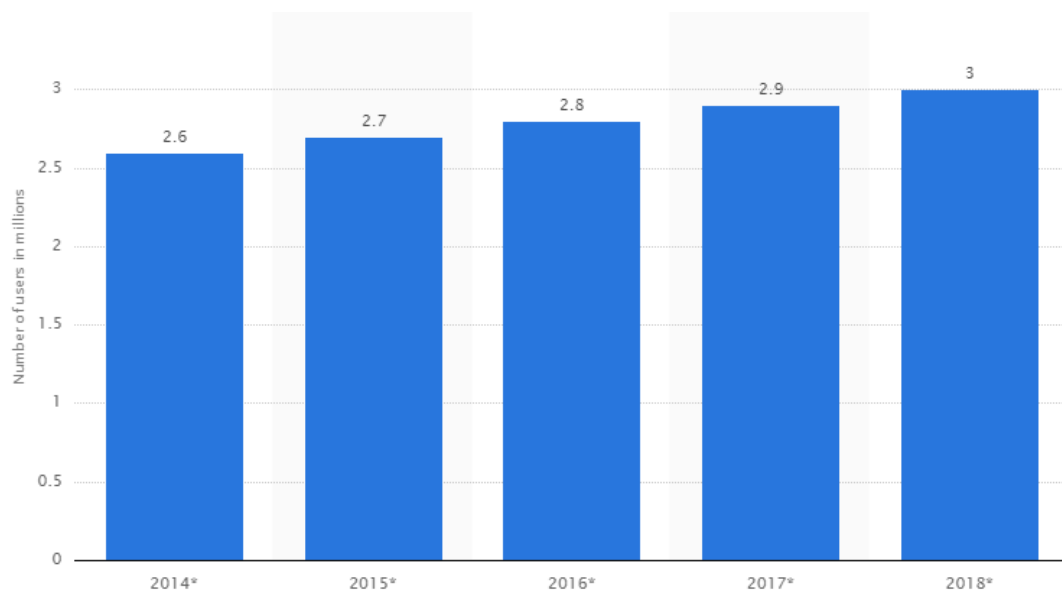
Since the floatation therapy's benefits are achieved best through perpetual visits and one session is relatively expensive, (the price range for one session will fall somewhere around 50 euros per hour) it could be useful to make it worthwhile for the consumers to return more often. For example, the centre could have a membership system. The members in the system would get discounts, and perhaps would have their profile saved in the Flowtion database (the profile would consist of personal preferences of the member, regarding floating. Water temperature, music choices, etc.). This would create a feeling of exclusiveness, and maybe the customers would return more often.

The place itself, or the "physical evidence", the Flowtion Centre, has to be maintained in a very clean state. All of the maintenance and preparing of the tank should happen when the customers are not there. People are there in the nude, so privacy should be very secure. Further research is required on the effects of ambience in the centre. How does the music affect the customers? Or the colours, or the quality of towels and extra services. One idea to improve the experience for the customers, is to have two separate spaces, one for floating and one for recovering from the floating session. It could be a good idea to include some beverages in there or other extra services, so the feeling of rush would be eliminated. The whole idea behind the floatation therapy is relaxation. The Flowtion Centre should be relaxing in all aspects possible.

People in the Flowtion Centre should make the experience as convenient as possible for the consumer, Flowtion is running on a low budget, so the centre needs to run with as few people as possible. As the survey suggests, people are somewhat unfamiliar with floatation therapy, so the experience has to include easily understandable education about the service. It is important that the staff is informed properly and are able to answer to different questions that will most likely arise from the customers. Once again, the theme is relaxation, so the staff needs to be relaxed and calm too. The experience is affected by everything within the service, including the physical aspects of the center.

7.2 Social Media presence

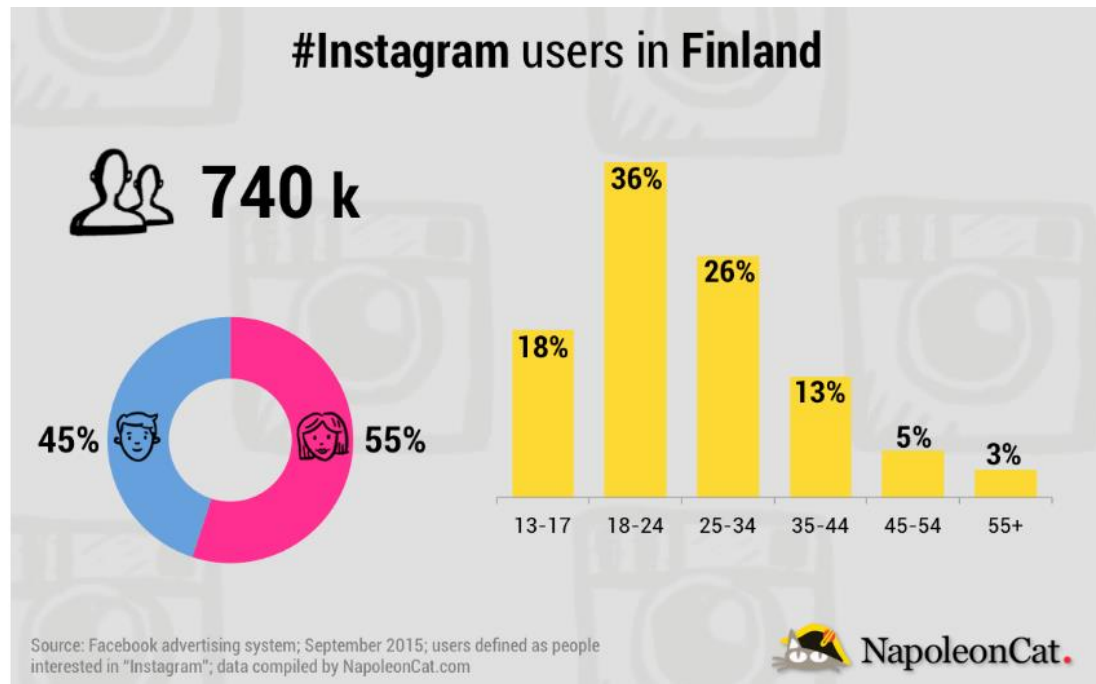
Since the primary and secondary target market for Flowtion has been established, it is time to start reaching out to them. At its current state, Flowtion does not hold any kind of internet- or social media presence at this time. So the first step for Flowtion is to set up a proper website and social media presence. According to the results from “Flowtion Survey”, the most receptive audience are active in the social media, and are also comfortable with higher technology and smart devices. The biggest age group using facebook, is 25-34 year olds. Young adults, which are also the prime target group for Flowtion (zephoria.com 2016). As the business is located in Finland, it is more relevant to show statistics about Facebook in Finland, in order to convince Flowtion a bit further about the importance of social media presence. According to Statista, by 2017 there will be more than 2,9 million Finnish facebook-users. It may go over 3 million by 2018 according to their prognosis (Statista 2016). Since most of Facebook users are



© Statista 2016

between 20-30 of age this would make advertising (and educating) the target audience relatively easy. However, as the results from the survey show, people require education about floatation. So the internet-presence, website, facebook, or other social media site should have simple and clear information about the service, with research data to back it up, in order to eliminate the speculation about the service. Floatation therapy has been proven to work.

Other social media platforms and other internet presence should not be overlooked either. Instagram is also another viable platform. As we can see here, from the



picture, is that most active people in Instagram are very similar to facebook's statistics (NapoleonCat, 2016). So both social media platforms would be ideal for Flowtion in creating their internet presence.

Other suggestions would include creating a standalone website, with mobile applications, (as mentioned earlier in this thesis) and possibilities for customers to personalize their experience with Flowtion.

It is important to follow the current trends and keep searching for new potential target groups, but I think that this thesis and research will be helpful for Flowtion, state of the art, floating therapy center. Social media platforms ensure a solid chance to reach a lot of potential customers by creating smart and relevant advertising, maintaining a light veil of mystery for those who are interested in floating yet giving enough information for the target market in order to draw in the desired customers.

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APPENDICES

Flowtion Survey

Hello, and thank you for taking our survey, your opinion of our service will be greatly appreciated. Flowtion is a start-up business specialising in a new kind of wellness-service utilising sensory deprivation for various physical and mental benefits with the use of Sensory Deprivation Tank. The sensory deprivation tank, float tank, or floatation tank, is basically the perfect bath tub. They vary in size but normally a tank is sized approx. 3 metres in length and 2 metres wide. Air is allowed to flow freely within the tank, and it is filled with about 20 - 30 cm of saltwater solution (1000 litres of water, with 400 kgs of Epsom salt, this makes the solution more buoyant than the Dead Sea!

The water temperature is maintained at your own skin temperature, which allows you to lose track of your body, creating a feeling of nothing. The tank is soundproof, and when you turn off the light, completely dark. You will feel no gravity, you will have no sight, and no sound.

Sensory deprivation tank has multitude of health benefits, including stress relieving, and pain control, but most importantly it will shut down your analysing part of your brain for a while, so your creative, relaxed part of the brain to become more active (cortisol - levels go down.). The amount of stimuli people face in today's hectic world is astounding. Sensory deprivation tank will help you shut down all the data flow around for a hefty 45 minutes, resulting in a very deep relaxation. The feeling of weightlessness will let your body to really relax and get a break from gravity, that is constantly adding strain on your joints and muscles, especially it helps your spine to be released from the clutches of gravity, and it can actually stretch your back an inch, which is very good for any soreness or pain on your back.

After 30-40 minutes in the tank, the interesting part starts. Your brain will stop producing alpha-waves, (your "normal" state of consciousness) and the Theta-waves will start to kick in. Normally your brain produces Theta waves when you're going to sleep, for that little while between dreams and awake, you're in the theta-phase. With sensory deprivation tank it is possible for you to consciously inspect your dreams.

Also the Epsom salt used in the tank is good for you! It will make you skin radiant and soft, and your skin will absorb a large amount of magnesium, so you won't even cramp in the tank. For more information on sensory deprivation, go check out this website of Float HQ, <http://floathq.com/>

Floatation Tank. (Concept)



Age *

- Under 25
- 25-30
- 31-40
- 41-64
- 65+

Occupation

Short answer text

Gender *

- Male
- Female

City/Municipality *

Short answer text

Marital Status *

- Single
- Married
- Cohabiting
- Open relationship
- Other / wish not to say

Have you heard or are you otherwise familiar with Floatation tanks before taking this survey? How did you learn about floatation therapy? *

- Social Media
- Internet
- TV
- Radio
- Newspaper
- Podcast
- No, I'm not familiar with Floatation

Have you floated before? *

- Yes
- No

If you answered yes, where did you do it? Would you recommend floating for anyone? If you answered no, would you still be interested to try floatation therapy?

Short answer text

Do you use other alternative wellness-services? *

- Spa-services (facials, hot stones, cosmetics..)
- Massage
- Saunas
- Acupuncture
- Other...

Please, specify

Short answer text

How often do you use wellness-services in general?

- Often (from daily to weekly basis)
- Somewhat often (couple of times a month)
- Sometimes (few times a year)
- Rarely (once a year or less)
- None

Part 2

Floatation therapy, or REST in short has a multitude of health benefits, ranging from mental feel-good, stress relief, to actual pain relief for people with chronic or perpetual pain, It has been shown to improve the mental well-being of patients experiencing anxiety or depression, floatation therapy could also help replace addictions! The high concentration of magnesium also makes floating good for your skin!

Do you suffer from stress or anxiety? *

- Yes, regularly
- Yes, sometimes
- Yes, rarely
- No, or very rarely.

How do you relieve your stress, or recover from stressful situations? *

- Exercise
- Sports
- Resting
- Sleeping
- Outdoor activities
- Reading
- TV / other media, films
- Other...

Floating & pain

Floating in the sensory deprivation tank, diminishes the effect of gravity on your body, really letting your muscles, joints and bones to relax. The weightlessness actually can stretch your spine up to 1 inch, taking away strain substantially. It is so effective, that the NFL - team Philadelphia Eagles use floatation therapy regularly, in addition to physiotherapy and for increased concentration

Do you have perpetual or chronic pain, from work or freetime, or otherwise?

Yes

No

How do you manage your pain, if needed?

Medication

Waiting it out

non-medicinal treatments

alternative medication

Do you have problems with anxiety?

Yes

No

Do you exercise, or play sports? *

- Yes, often
- Yes, sometimes
- Rarely
- Not at all

Floating & Creativity

The nature of Floatation therapy helps you to reach in deeper of your creative parts of your brain. Researchers have been able to show that floating has a profound effect on problem-solving, creativity, musicality and artistic performance, it can help you to learn to play music faster.

Do you have recreational, artistic hobbies or activities? *

- Music
- Visual Arts
- Theater
- Other...

Thank you very much for taking our survey, have a great summer!

Description (optional)

Data used in analysis:

Flowtion Survey (Responses)

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Undo Redo Find Print Zoom Fullscreen Help 10 B I U A + - ↶ ↷ ↵ ↻ ↺ ↻

A	B	C	D	E	F	G	H	I
		Occupation	Gender	City/Municipality	Marital Status	Knowledge of flo	Have you heard or are you otherwise familiar with FI	Have you floated before?
!	Under 25	Student	Male	Pori	Cohabiting	No	No. I'm not familiar with Floatation	No
!	41-64	Faculty	Female	Fuairah	Single	Yes	Internet	No
!	Under 25	Unemployment student	Female	Oulu	Cohabiting	Yes	Internet	No
!	25-30	assistant stage manager	Male	Espoo	Cohabiting	No	No. I'm not familiar with Floatation	No
!	Under 25	Law Student	Male	Birmingham, Alabama, U	Single	Yes	Social Media. Internet	No
!	25-30	Metal/sheet worker	Male	Pori	Married	No	No. I'm not familiar with Floatation	No
!	25-30	Student	Male	Pori	Cohabiting	Yes	Internet, TV	No
!	31-40	Yrittäjä / opiskelija	Male	Turku	Single	Yes	Social Media. Internet	No
!	31-40	Technology/trade	Male	Turku	Married	Yes	Social Media. Internet	No
!	25-30	Cat manager	Male	Pori	Single	No	No. I'm not familiar with Floatation	No
!	25-30	student	Female	Pori	Other / wish not to say	No	No. I'm not familiar with Floatation	No
!	Under 25	student	Female	Lahti	Single	Yes	TV	No
!	Under 25	työtön	Female	Lahti	Cohabiting	No	No. I'm not familiar with Floatation	No
!	Under 25	Student	Female	Helsinki	Other / wish not to say	Yes	Internet	No
!	Under 25	International affairs consu	Male	Lahti	Open relationship	Yes	Social Media. Internet	No
!	41-64	No occupation	Female	Naantali	Other / wish not to say	No	No. I'm not familiar with Floatation	No
!	Under 25	No occupation	Male	Tampere	Other / wish not to say	Yes	Internet	No
!	25-30	Taxi driver	Male	Pori	Single	No	No. I'm not familiar with Floatation	No
!	31-40	Electrician/student	Male	Vaasa	Cohabiting	No	No. I'm not familiar with Floatation	No
!	25-30	Art and media student	Male	Pori	Single	No	No. I'm not familiar with Floatation	No
!	25-30	Home maker	Male	Tampere	Other / wish not to say	No	No. I'm not familiar with Floatation	No
!	41-64	Home maker	Female	Tampere	Open relationship	Yes	Internet, Podcast	No
!	25-30	Home maker	Female	Turku	Married	Yes	Social Media	No
!	25-30	Translator	Female	Lahti	Other / wish not to say	Yes	Internet	No
!	41-64	Translator	Female	Greece	Married	No	No. I'm not familiar with Floatation	No
!	25-30	student	Female	Helsinki	Open relationship	No	No. I'm not familiar with Floatation	No
!	25-30	student	Female	Bologna	Cohabiting	Yes	Newspaper	No
!	25-30	Nurse	Female	Pori	Open relationship	No	No. I'm not familiar with Floatation	No
!	25-30	Student	Male	Pori	Open relationship	Yes	Social Media. Internet	No
!	Under 25	student	Female	Vaasa	Cohabiting	Yes	Social Media. Internet	No
!	25-30	Illustrator	Male	Pori	Single	Yes	Internet	No
!	31-40	Unemployd	Female	Turku	Other / wish not to say	No	No. I'm not familiar with Floatation	No
!	25-30	Unemployd	Female	Lahti	Cohabiting	No	No. I'm not familiar with Floatation	No
!	25-30	Unemployd	Male	Pori	Open relationship	Yes	Social Media. Internet	No

J	K	L	M	N	O	P	Q	R	S	T	U	V
If you answered yes, when did you last try it?	Do you use other alternatives? Please, specify	How often do you use it?	Do you suffer from stress?	How do you relieve your stress?	Do you have any medical conditions?	Do you have any allergies?	How do you manage your health?	Do you have any chronic conditions?	Do you exercise, or play sports?	Do you have any recreational, artistic hobbies or activities?		
	Saunas		Rarely (once a year or less) No, or very rarely.	Exercise, Sports, Sleep No	Waiting it out	No	Yes, often		Yes, often	Music, Theater		
	Spa-services (facials, hot stones, cosmetics...)	Ma	Somewhat often (couple) Yes, rarely	Exercise, Sleeping, Read Yes	non-medical treatments	No	Yes, often		Yes, often	Visual Arts		
Yes	Saunas		Somewhat often (couple) No, or very rarely.	Exercise, Sports, Resting Yes	non-medical treatments	No	Yes, sometimes		Yes, sometimes	Theater		
	Massage		Often (from daily to weekly) Yes, sometimes	Resting, Outdoor activities Yes	non-medical treatments	Yes	Rarely		Rarely	I take long walks over 2km especially in the evening when I am alone.		
Have not tried but am very interested	Saunas		Somewhat often (couple) No, or very rarely.	Sports, Sleeping, Outdoor Yes	Waiting it out	No	Yes, often		Yes, often	Music		
	None		None	Sleeping, Outdoor activities No	alternative medication	Yes	Rarely		Rarely	Music		
	Saunas	Our own sauna is in use.	Often (from daily to weekly) Yes, sometimes	Sports, Resting, Outdoor No	Medication	No	Yes, sometimes		Yes, sometimes	None		
	Saunas		Often (from daily to weekly) Yes, sometimes	Resting, Reading No	Waiting it out	No	Rarely		Rarely	Music, Visual Arts		
	Spa-services (facials, hot stones, cosmetics...)	Ma	Often (from daily to weekly) Yes, sometimes	Sports, Sleeping, Outdoor Yes	non-medical treatments	No	Yes, often		Yes, often	Visual Arts		
	Saunas, Acupuncture		Sometimes (few times a week) Yes, sometimes	Exercise, Sleeping, TV / Yes	non-medical treatments	No	Yes, often		Yes, often	-		
	Saunas		Sometimes (few times a week) Yes, regularly	Sports, Resting, alcohol No	non-medical treatments	Yes	Yes, often		Yes, often	Music		
	no I don't		None	Exercise, Resting, Sleep Yes	non-medical treatments	Yes	Yes, often		Yes, often	Visual Arts		
	Spa-services (facials, hot stones, cosmetics...)	Ma	Sometimes (few times a week) Yes, regularly	Resting, Sleeping, TV / o No	Medication	Yes	Rarely		Rarely	Visual Arts		
	Spa-services (facials, hot stones, cosmetics...)	Sai	Sometimes (few times a week) Yes, regularly	Resting, Sleeping, TV / o No	Medication	Yes	Yes		Yes	Visual Arts		
	Saunas		Somewhat often (couple) Yes, regularly	Resting, Sleeping, Outdoor Yes	non-medical treatments	No	Yes, sometimes		Yes, sometimes	Visual Arts		
	Saunas		Sometimes (few times a week) Yes, sometimes	TV / other media, films No	Medication	Yes	Yes		Yes, sometimes	Music		
Yes	Massage, Saunas		Often (from daily to weekly) Yes, sometimes	Resting, Sleeping, TV / o No	alternative medication	Yes	Yes		Yes, sometimes	Music, Visual Arts		
	Saunas		Somewhat often (couple) Yes, sometimes	Resting, Sleeping, TV / o Yes	non-medical treatments	Yes	Yes		Yes, often	Music		
	Saunas		Rarely (once a year or less) Yes, sometimes	Sleeping, Reading, Drugs No	non-medical treatments	Yes	Yes		Yes, sometimes	Music, Visual Arts		
	Massage, Acupuncture		None	Exercise, Sports, Outdoor No	Waiting it out	No	Yes, often		Yes, often	Music		
Yes	Saunas		Somewhat often (couple) No, or very rarely.	Exercise, Sports, Resting No	alternative medication	No	Yes, sometimes		Yes, sometimes	Music, Visual Arts		
	Spa-services (facials, hot stones, cosmetics...)	chi	Sometimes (few times a week) Yes, sometimes	Sleeping, meditating No	Medication	No	Rarely		Rarely	Visual Arts		
	Massage, Saunas		Sometimes (few times a week) No, or very rarely.	Exercise, Sleeping, Outdoor Yes	Medication	No	Yes		Yes	Visual Arts		
	Saunas		Rarely (once a year or less) Yes, regularly	Exercise, Sports, Outdoor Yes	non-medical treatments	Yes	Yes, often		Yes, often	Music		
	Saunas		Sometimes (few times a week) Yes, regularly	Sleeping, Reading, TV / c No	Waiting it out	Yes	Yes		Yes, sometimes	Visual Arts		
	Massage, Saunas		Somewhat often (couple) Yes, regularly	Exercise, Sports, Sleep No	Waiting it out	Yes	Yes, often		Yes, often	Visual Arts		
	Massage		Sometimes (few times a week) Yes, regularly	Sleeping, Reading, TV / c Yes	Waiting it out	Yes	Rarely		Rarely	Music, Visual Arts		
	Saunas		Sometimes (few times a week) No, or very rarely.	Resting, Sleeping, TV / o No	Waiting it out	No	Rarely		Rarely	Games		
Yes	Spa-services (facials, hot stones, cosmetics...)	Ma	Often (from daily to weekly) No, or very rarely.	Exercise, Outdoor activities No	alternative medication	No	Yes, sometimes		Yes, sometimes	Music		
	Saunas		Somewhat often (couple) Yes, sometimes	Resting	Waiting it out	Yes	Yes, sometimes		Yes, sometimes	Music, Visual Arts		
	Spa-services (facials, hot stones, cosmetics...)	Ma	Somewhat often (couple) Yes, sometimes	Exercise, Resting, Sleep Yes	non-medical treatments	No	Yes, often		Yes, often	Visual Arts		
	Spa-services (facials, hot stones, cosmetics...)	Ma	Rarely (once a year or less) Yes, rarely	Outdoor activities, TV / o Yes	non-medical treatments	No	Yes, often		Yes, often	Visual Arts		
	Saunas	No saunattu on saatana	Somewhat often (couple) Yes, sometimes	Sports, Outdoor activities No	Waiting it out	No	Yes, sometimes		Yes, sometimes	No		

