



All smiles — how Luxoft boosted brushing delight for a top dental brand

Case Study

Luxoft was tasked with bridging a technology gap for Philips

Adults and children alike view teeth brushing as a chore. As a world-renowned oral health care leader, Philips wanted to set a new bar for their already best-in-class Sonicare electric brushing experience that would delight users of all ages and keep their teeth healthy.

Luxoft experts applied best practices of user research and testing to meet Philips high-quality standards.

We got to the root of the issue by pulling out all the stops

Luxoft was tasked with helping Philips with research, strategy advisement and end-to-end mobile application development. We had to provide solutions so that everyone — even kids! — would love brushing their teeth. Our approach was to drill into the digital user experience. **We conducted intensive product research and collected unbiased perspectives through surveys, interviews and observation. We wanted to know how the toothbrushes were used at home in real time. This product research informed application development.**

To determine what could be improved for adult users of the **Philips Sonicare Flexcare Platinum Connected toothbrush**, our Research and Strategy team embarked on an unprecedented testing and validation phase over 16 months that included:



255

one-on-one interviews



75

focus groups



Production

of six high-fidelity
prototypes



105

unique users whose daily
habits were tracked and
analyzed over 117 days

For Philip's **Sonicare for Kids**, we conducted several rounds of interviews in participants' homes, created early prototypes and concept tests, used real-time data analytics, and even made visits to numerous dental offices. We wanted to ensure professional feedback and product engagement data would be incorporated into the product's value proposition during product development.



Our checkup on their dental technology was a success

The intensive research and testing allowed teams to create a product development strategy that aligned to users' needs.

Philips Sonicare for Kids

Our shiny, polished insights came from evidence-based product improvements and testing. We measured and analyzed user engagement, which helped us create the design. This guided the health care mobile app development phase based on an enlightening fact we discovered: **While most kids turn brushing into a battle, they don't dislike it. They expressed that the feeling of a clean mouth is extremely motivating to them. They simply don't like to stop what they are doing or don't want to do what follows brushing their teeth (e.g., going to bed), so it became a stall tactic. This sparked many product improvement ideas and helped us with the health care mobile app development phase.**

We then utilized Motivational UX™ and created a cute furball character named Sparkly for the mobile app. Kids felt an emotional connection with Sparkly and a sense of accomplishment from rewards for brushing correctly. Sparkly was designed to trigger care and nurturing impulses in kids, improving kids' motivation to brush. When using the mobile app twice a day, kids also help Sparkly brush his teeth as he has tiny arms.

When they finish brushing, kids receive a present from Sparkly. This variable reward completes the engagement loop (a critical component of Motivational UX™) when they finish a full 2 minutes of brushing and triggers the desire to return.



A powerful result occurred: **The kids using the connected Philips Sonicare kids brush didn't need the assistance of mom or dad. The parent-friendly dashboard allowed moms and dads to monitor their kids' brushing that follows strict COPPA guidelines. Brushing became not only a habit, but also fun, and Philips Sonicare for Kids is instilling healthy oral health care benefits that will last a lifetime.**

"It's a device that accomplished the inconceivable — it made oral hygiene so fun that kids want to stay on top of it."

Gizmodo

Philips Sonicare Flexcare Platinum Connected toothbrush

Due to intensive research the application upgrade produced these results:



90%

of patients said the Philips Sonicare Flexcare Platinum Connected toothbrush's real-time feedback helped them brush with better technique



77%

of users surveyed felt more motivated to brush vs. using a non-connected toothbrush



95%

agreed that the Philips Sonicare Flexcare Platinum Connected toothbrush was the most effective product they had used for building healthier brushing techniques



Brushing duration

went up over 6%, from 1.88 minutes to 2.0 minutes once the TouchUp technology was implemented during prototype testing of the new Philips Sonicare brush

“There was an opportunity to merge technology with research, insights, and big data to create an adult-focused product that maintained Philips’ stance as the #1 recommended brand by dental professionals worldwide.”

Brian Marr

Vice President and Global Director, Marketing and Communications

Everything was in alignment with the users’ needs

Luxoft was able to help Philips make every brushing session highly effective.



Results you can sink your teeth into

With the rapid advancement of sensor and smart technology in the oral health care industry, connected toothbrushes have been flooding the marketplace. However, most of these products fail to provide the actionable, real-time coaching and guidance needed for lasting results.

Luxoft helped Philips achieve a connected toothbrushing experience with real-time guidance for users.

For **Philips Sonicare for Kids**, we harnessed the latest in Bluetooth connectivity to create a holistic brushing experience. It was so compelling, **children proactively asked to brush their teeth, while learning proper brushing techniques that would benefit their health for decades to come. This establishes a lifetime of healthy oral habits and a positive association toward dental care.**

For the **Philips Sonicare Flexcare Platinum Connected toothbrush**, we helped to create a connected customer experience with an industry-leading smart toothbrush that does what it claims — **enhances product engagement by providing real-time guidance, while coaching users to clean hard-to-reach and missed areas, focusing brushing techniques that are based on each user's unique needs.**



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