

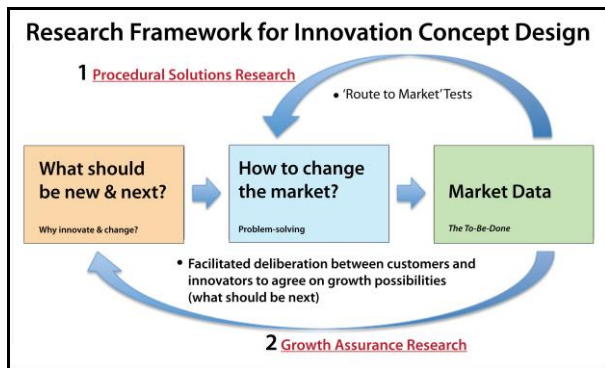
Innovation Design Data for Growth Assurance

Next generation online research makes innovation design a predictable management science --- for creating the 'new', the 'what's next'

Three-quarters of new product concepts fail to grow the business; they don't turn consumers on. This widely reported statistic has not improved for years. Business has had a big NPD* problem.

Before Six-Sigma, Quality had been a big problem, too. Six-Sigma needed customer data to solve the problem of quality assurance – consumer testing, customer satisfaction surveys, needs research and conjoint analysis. Now a new breed of market research is needed if NPD's growth problem is also to be solved.

The diagram below describes the next generation research framework ... for innovation design data that will assure tomorrow's winning concepts.



PROCEDURAL SOLUTIONS RESEARCH

'Route to Market' Tests

Shopper Segmentation Test – How do shopper segments differ from and overlap with brand communication segments?

Shopper Decision Tree Test – How do shoppers make new choices in particular store contexts?

Trip Mission Test – Where are buying decisions made?

Communication Touchpoints Test – How to improve shopper journey communications platforms

New Growth Test – Diagnose where and how new growth is setting down new roots in the category

GROWTH ASSURANCE RESEARCH ... New Research Tools for filling in the Innovation Concept's Lean Canvas Model

<p>WHITESPACE OPPORTUNITY <u>Whitespace Boundaries Test</u> – map whitespace growth opportunities Leading Edge Test – map the edges of the market where new growth is taking root?</p>	<p>PRIME PROSPECTS <u>Market Segmentation Test</u> – Identify a cohesive, intersubjective group of consumers who share the required 'need for change'. What are this segment's defining attributes?</p>	<p>BIG NEW IDEA <u>New Basis of Competition Test</u> – what new concept will cause consumers to let go of old habits and try something new? What is the 'new value proposition', which makes the case for why customers will shop for and buy the new product?</p>	<p>CRITICAL SUCCESS FACTORS <u>Response to Concept Test</u> – What 'levers can designers pull' to increase customer response? What is the price point? What are the critical success factors?</p>
<p>PATH TO NEW PURCHASE <u>Communication Channels Test</u> -- What touchpoints fill in a cause and effect picture of how the shopper will sell herself on the idea?</p>	<p>COMPETITION <u>Source of Volume Test</u> – where will growth come from? What will the customer 'let go of' to make room for the new?</p>	<p>VISION OF SUCCESS <u>How Customers Will Change Test</u> -- How customers will implement the new concept. What are the major new uses?</p>	<p>REVENUE IMPLICATIONS <u>Size Of The Prize Test</u> -- Use this 'Concept Test' to support the business case for investing in further concept development</p>

*New Product Development



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