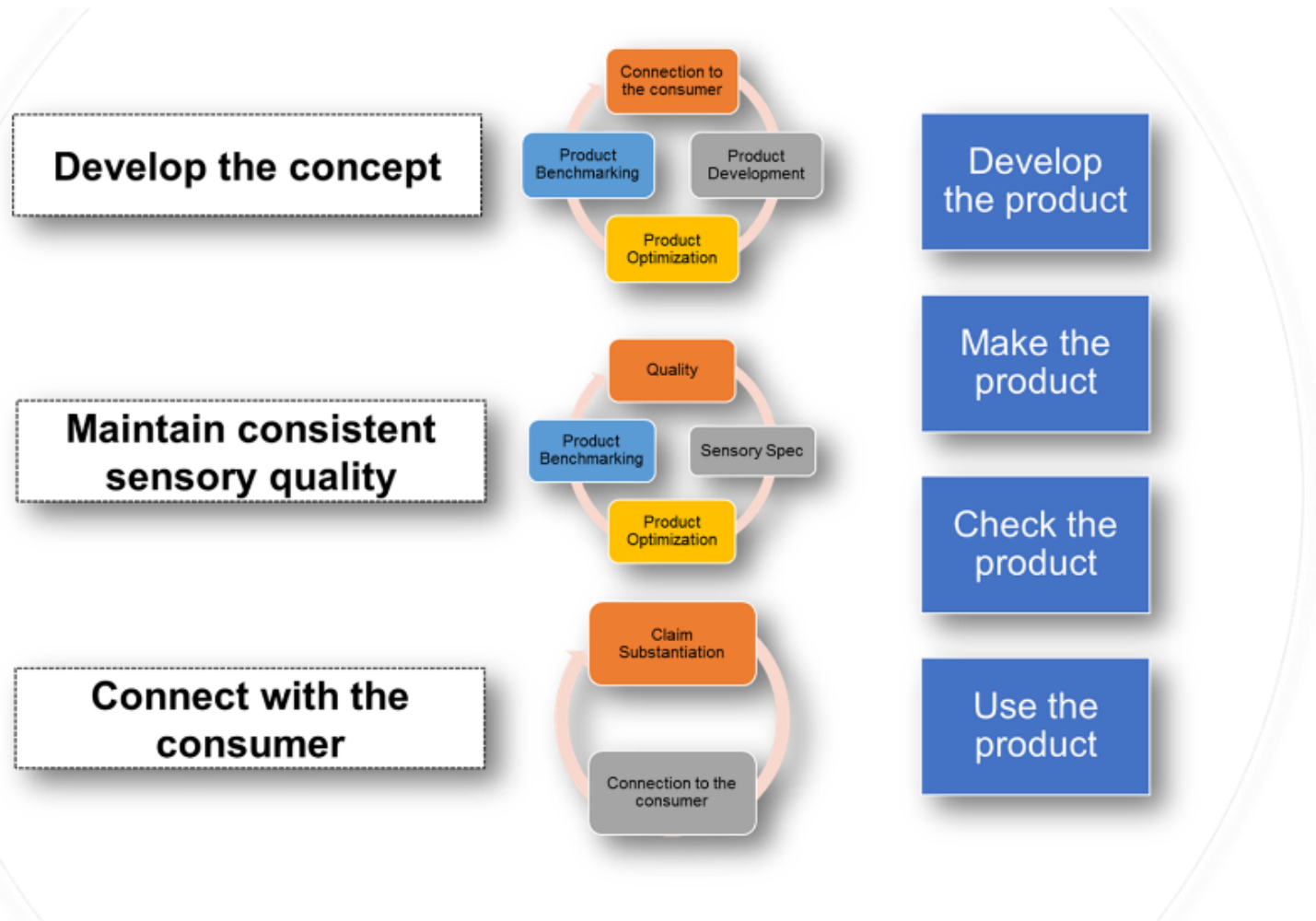


“Keeping the consumer at the centre of your product planning means engaging with the consumer on a number of levels”



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Systematically involving consumers in every step of the new product process is the ultimate consumer centric innovation.

- ✓ At the start, understanding what motivates consumers, exploring their practical as well as their emotional wants, needs and connection to products can provide surprising and innovative new product concepts.
- ✓ Understand the underlying motivations and drivers for consumer choice can give direction for product development. It is important not to lose sight of the fact that consumers also select products based on how they make them feel, as well as what they look, smell or taste like.
- ✓ While products can be designed ‘for’ consumers, equally, consumers can be more involved in product design, allowing for products that are co-created with the NPD team and products that are solely designed by the consumer themselves.

What features of your product are likely to satisfy consumers?

- ✓ Understanding and prioritizing features of your product to determine those that are a basic requirement, those that deliver ‘performance’ characteristics and those that ‘excite’ the consumers are important so that the satisfaction vs cost can be weighed up.

At SRL, our single most important rule when designing bespoke research for our customers is that the test selected must be capable of answering the question being asked and within the relevant context.

...for example, small samples sipped under controlled conditions will not answer questions related to the use of the product in the family meal