

Product Lab – Accelerating Product Development Identifying Directions in Days

An Agile and Hybrid Approach

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Acceleration & momentum is critical to success:

Reducing time-to-market is a key criteria for product success. All new launches are time critical: they must be in-market before the market moves on. This is particularly true of innovations – development cycles are more constrained & R&D teams are under increasing pressure to reduce time to market.

Building on our sensory expertise and deep consumer understanding Product Lab energizes co-design with consumers by

- managing multiple fast-paced interactions with consumers
- direct **involvement of Key Stakeholders/R&D** in the research process
- including **multiple sensory directions**, brand, packaging and/or concepts
- setting **challenging goals**: i.e. identifying the most promising directions within **3 to 5 days** (depending on objectives & category)
- encouraging a **partnership with consumers, who are reconvened** to experience stimuli manipulated in-situ based on earlier feedback
- creating a **sensory/parameters matrix** which can be used to develop the test product-set, allowing specific attributes to be examined, via a highly structured design



“The keys are pace & momentum whilst also giving consumers lots of time to internalize ideas”.

The Product Lab approach insists on multiple fast-paced iterative interactions with consumers:

We amplify consumers responses in real time and translate these into critical knowledge for product optimization.

- learnings are captured and discussed between sessions, subsequent sessions are planned according to these learnings
- sensory adjustments are performed in-between sessions
- Finish with an agile Mini Quant. Product test with lead outputs

