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METHODS

FROM IDEA TO CONCEPT TO DESIGN: A CROSS-CULTURAL CASE STUDY ON A CONSUMER CO-CREATION APPROACH



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Background & Objective

Optimization of product offerings based on relative comparisons is a common application of sensory and consumer science research. However, leveraging consumers' voice to convert novel and innovative ideas into a tangible product design is rarely fully explored. Co-creation methods serve as a great tool to navigate consumer conversations around new and unique product ideas to understand 'the unknown'.

The objective of this research was to leverage consumer co-creation to gather qualitative consumer feedback on a novel fragrance product idea and to guide concept, product and package development in the US and Brazil. The research aimed at solidifying the concept from a consumer standpoint and designing the various product elements that could deliver on the concept.

Method

Location: US & Brazil

Per Location:

- Four 2-hour groups
- N=24 targeted consumers per group
- 6 stations
- Each station displayed stimuli, to which respondents independently answered a short questionnaire and discussed with the station moderator
- After all stations were evaluated, respondents discussed each stimulus and their ideal product as a group, with the group moderator

Results

- This method yielded consumers' ideal product both with each station, pertaining to individual elements, and on a holistic level. Conclusions & recommendations were used for product concept and packaging development.
- CROSS CULTURAL IMPACT: The co-creation approach revealed similar behavioral trends between the two countries, with nuances related to certain key factors influencing purchase-decision making process.

Benefits & Overview of Co-Creation Approach

Leveraging consumers' voice to guide product design

Preliminary Concept → **CONSUMER CO-CREATION** → **Fully Developed Product Design Ideas with Direction for Optimization**

CONCEPT

1 basic concept presented

Critical feedback obtained from consumers to create ideal product concept.

BENEFITS SORT

Provided a list of benefits/ functions & respondents ranked them in order of most to least important in driving their purchase decision.

CUSTOM ELEMENT

3 custom design options presented where respondents interacted with each followed by discussion on delighters and pain points.

QUALITATIVE FEEDBACK:
AT INDIVIDUAL STATIONS AS WELL AS GROUP DISCUSSION

IDEAL BUNDLE

Respondents chose their 'favorite' option from each design element to create their ideal design.

STRUCTURAL ELEMENT

4 options presented to respondents that differed in:

- Appearance/color
- Handfeel
- Strength

PACKAGING ELEMENT

5 packaging stimuli presented

- 3 primary options
- 2 secondary options
- Additional 'possible' options presented only during group discussion

Consumer Ideal

CONCEPT

Should reference the functional advantage and ease of use.

IDEAL BUNDLE

Consistent responses across respondents and countries on 'must have' features of the ideal bundle. Custom elements were found to be 'new & unique' as brand differentiators. Structural and Packaging elements needed to meet functional expectations.

BENEFITS

Benefits saw the most cross-cultural differentiation based on what respondents felt provided optimal ROI for this product category.

This Methodology Provides…

- An accelerated path for concept , product & packaging development
- Continuous touch-points with target consumers
- Co-creation on multiple product dimensions

Results using this methodology should be validated in a quantitative test to ensure the final optimized concept + packaging + product is acceptable to consumers.

This Methodology Is Best Used For…

- Front end of innovation
- New innovations not currently in market
- Product refinement prior to quantitative research