

Hansa's Innovation Services

Market-Proven Approach to Product and Service Innovation

No company can stand pat on its existing portfolio of products and services. Issues confronting many firms include:

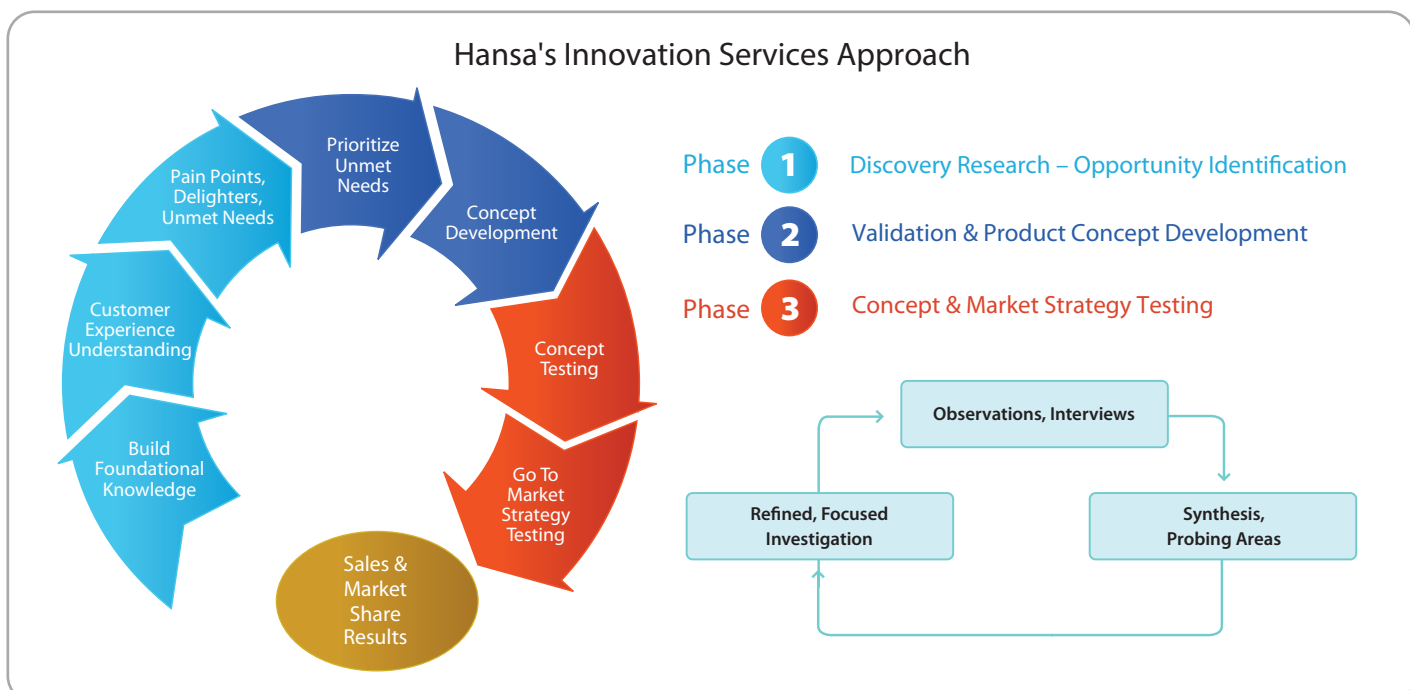
- **What are customers' unmet needs?**
- **Where are customers heading and how can one get out in front of them with new ways of delivering value?**
- **How can existing products and services be enhanced to build market share?**
- **What products and services might customers want that don't currently exist?**
- **What new business models might deliver new sources of revenue and profit?**

Hansa has helped the world's leading firms innovate products and services in multiple industries: retail, pharmaceutical, office products, computers, travel services, automotive, financial services, food products, and others. Through this experience, we have learned:

1. Knowing customers' fundamental needs and where they are going is important. Knowing what you can expect customers to tell you and what they cannot is critical.
2. The internal organization and people on the front line with customers are a deep well of potential ideas, many times under-leveraged.
3. The best ideas come from cross-functional input, not just those responsible for a brand, category, or product/service.
4. Creative ideas emerge from bright thinkers – not just creative types but a mix of personalities.
5. Creative ideas require advocates and internal sponsors, or even the best ideas will die.

We are sometimes asked, which innovation philosophy do you follow – Outside In (customers lead the way), or Inside Out (invent it and see how customers react)? Our answer is "both." Only by combining the two perspectives will we find creative opportunities.

Hansa's innovation services encompass the spectrum from identification of unmet needs to concept development to formulation of go-to-market strategy, as displayed in the following exhibit:



Our innovation services process gains a rich understanding of customers' current state and their needs and affinities, then projects where customers are going and the opportunities for new products and services.

The Current State Analysis.

Gaining the customer voice entails understanding customers' pain points and delighters in their current experience and their fundamental needs. Our process incorporates experience maps to systematically trace the ways customers interact with the various points in their experience, ethnography, and techniques to uncover subconscious motivators.

The Ideal State Analysis.

Hansa uses group techniques, affinity brainstorming, as well as other methods to uncover a vision of "what could be." Though we do not look to customers to come up with the "innovation," we look to them for important input. Hansa also works with clients' internal staff to gain the Voice Of The Organization (VOO), gathering input on trends, current state, and ideal states.

Among Hansa's innovation services are a full range of qualitative and quantitative research methods including

- Unmet needs identification
- Customer affinities development
- Pain points and delighters assessments
- Observational research on the customer experience and product use
- Experience mapping
- Emotive maps
- Pictographs
- Concept development
- Concept testing
- Package testing
- Message and positioning development and testing

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.