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# New Product Development Case Studies

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- **Consumer Insight in the Product Design Process**
- **New Product Development**
- **New Product Innovation Research**



# Consumer Insight in the Product Design Process

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**A Fortune 500 consumer electronics manufacturer approached W5 as they were launching future product strategy for all of their devices. They needed a partner that could explore current device usage and create a framework for understanding how devices fit into consumer lifestyles. This insight would allow them to design products that best fit consumer needs.**

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## APPROACH

W5 designed three phases of research. An initial series of qualitative focus group discussions explored general attitudes toward technology, basic needs and functionality, and purchase decision criteria. This phase allowed the W5 team to develop hypotheses that would be explored in subsequent phases.

This phase was followed by an ethnographic research study. W5 ethnographers observed and interviewed consumers as they interacted with the devices in their home. W5 gathered data on human factors and ergonomics, unmet needs and solutions for connectivity and sharing between devices.

W5 conducted a quantitative online survey in the final phase. This was used to validate the hypotheses developed during the previous qualitative research and prioritize strategies for future product design and development.

## RESULTS

W5 identified product design strategies that would move the client closer to delivering the ideal experience on a number of devices. The research findings prioritized key consumer values in the technology experience, allowing the client's design teams to explore innovative solutions based on actual behavior and lifestyles.



# New Product Development

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**In an effort to determine the additional revenue potential of developing a new diagnostic system and evaluate its likelihood of attracting new potential customers, a leading medical technology company sought to understand the needs of their current laboratory consumers.**

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## **APPROACH**

W5 recommended a two-phased qualitative and quantitative study to uncover important product value propositions with consumers who have a comprehensive understanding of the client's product portfolio.

Phase 1 consisted of a series of in-depth qualitative focus groups, conducted across the U.S with representative groups of laboratory decision makers. The interviews allowed W5 to explore contrasting preferences and attitudes regarding the client's system and alternative systems, understand workflow dynamics that could impact integration of a new system, current unmet needs, and potential barriers to adoption.

In Phase 2, a quantitative nationwide telephone survey with current and competitor customers validated the in-depth data gathered in Phase 1 and provided wide-scope data for further analysis.

## **RESULTS**

Study findings uncovered marketplace insights regarding purchase alternatives, issues surrounding outsourcing, and potential pricing scenarios. Through perceptual mapping of the quantitative data, W5 was able to provide the client with an understanding of the complex relationships among the product's perceived value for laboratories, brand perceptions, and the product's perceived strengths and weaknesses.

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# New Product Innovation Research

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**A Fortune 500 consumer package goods manufacturer was interested in engaging key demographic groups to refine the development of an innovative new product. Examining consumer perceptions of this new product enabled the client to optimize and broaden their product offerings to suit consumer expectations and desires.**

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## APPROACH

W5 conducted a series of qualitative focus groups over the course of two months. Through a cycle of product sampling and discussion, W5 was able to work directly with the client's research and development staff to aid in refining product design. As the product came closer to finalization, advertising, packaging, and other marketing elements were introduced into the conversation with consumers, allowing W5 and the client to consider this product in a holistic manner.

## RESULTS

As a result of this new product innovation process, the client was able to successfully launch one new product and initiate development of two related products. This process also allowed the client to better understand general consumer perceptions of their brand and refine their packaging, advertising and other marketing efforts to meet consumer expectations.



## About W5

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**W5 is a boutique custom marketing research firm. We focus on answering **who, what, when, where, and why** people relate to products, services, and brands. W5 combines the professional services offered by marketing research firms, strategy-oriented management consultancies, and brand planning agencies.**

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**Our approach:** We believe in developing custom plans of action that result in helping clients make decisions to accomplish their goals. Rather than simply delivering data as the culmination of a research engagement, we produce sound and creative solutions for our clients. W5 prides itself on bringing client and consumer closer together.

**Clients and industries:** Our clients represent a broad spectrum of vertical industries and include both Fortune 500 companies and advertising agencies. While we are by no means limited to any particular set of industries, we maintain a focus on consumer goods, healthcare, technology, financial services, and casual dining and quick service restaurant.

**Consulting worldwide:** W5 consultants are expert packers. We work all over the world, always ready to go where your business needs might take us. We are not limited by insular product offerings. Our custom approach to each engagement means we work with you to establish the right location and the right tools and technology to get the job done. In person, online, around the world.

**Diverse skills:** W5 consultants hold a diverse set of skills, experience, and interests that yield harmonious collaboration with each client and each other. No two engagements are the same, but all flourish with the creativity and curiosity that unite our staff.

**Research, Strategy, & Planning:** Research delivers the insight you need to make decisions. Strategy is the map for navigating the business environment. Planning constructs the specific tactics that drive brand and messaging initiatives. Research without defined strategic objectives or communications planning falls flat. Strategy is great but requires research as fuel. Planning pulls it all together and prepares you to speak directly to the consumer.

### RESEARCH

#### Qualitative

Brand Positioning  
Concept Testing and Development  
Consumer Experience Understanding  
Ethnographic and Social Context Research  
Message Development  
Online Behaviors and Conversations  
Retail and Environment Research  
Trend Spotting

#### Quantitative

Attitude and Usage  
Concept Evaluation  
Conjoint Analysis  
Copytesting  
Pricing Analysis  
Product Evaluation  
Segmentation  
Strategic Tracking

### STRATEGY

Competitive Assessment  
Meta Analysis of Existing Data  
Strategic Consulting  
White Papers  
Workshops

### PLANNING

Brand Books  
Brand Positioning  
Concept Development  
Creative Briefing  
Design Driven Deliverables  
Ideation Sessions  
Personas

Even when we don't get the opportunity to help a client with all three, we're thinking about the larger puzzle. We help put the pieces together.

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**If you have a project in mind or would like to discuss your specific business needs, we can be reached by phone at (919) 932-1117, or you can email Tom Daly directly at [tdaly@W5insight.com](mailto:tdaly@W5insight.com).**