



# GutCheck Innovation Illuminator

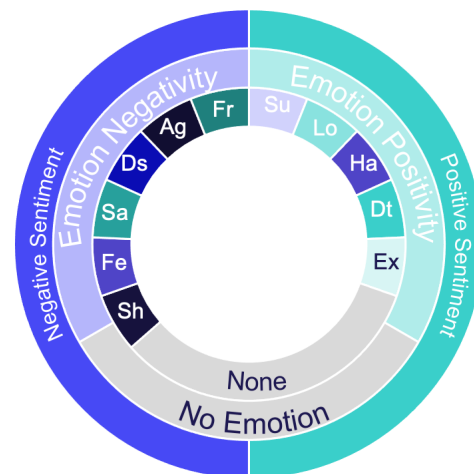
**It takes guts to build and launch bold new ideas.**

**GutCheck's Innovation Illuminator helps you identify breakthrough innovation opportunities by exploring in-context decision-driving emotions (e.g., delight and frustration) to uncover unmet and under-met needs.**

GutCheck knows that true innovation focuses on increasing empathic experiences with humans. That is why we are committed to bringing the consumer/user to the forefront of your decision making. Decisions are made both rationally and emotionally, and the most successful innovation will account for both.

Understanding the why and how behind consumers'/users' decisions is a must, but it's difficult to get personalized human understanding at scale.

By leveraging the unsolicited commentary available online, such as reviews, blogs, and forums, the hearts and minds of your customer/user will always be in focus. Our qualitative-research-at-scale solution results in a more comprehensive and holistic approach to innovation by going beneath the surface.



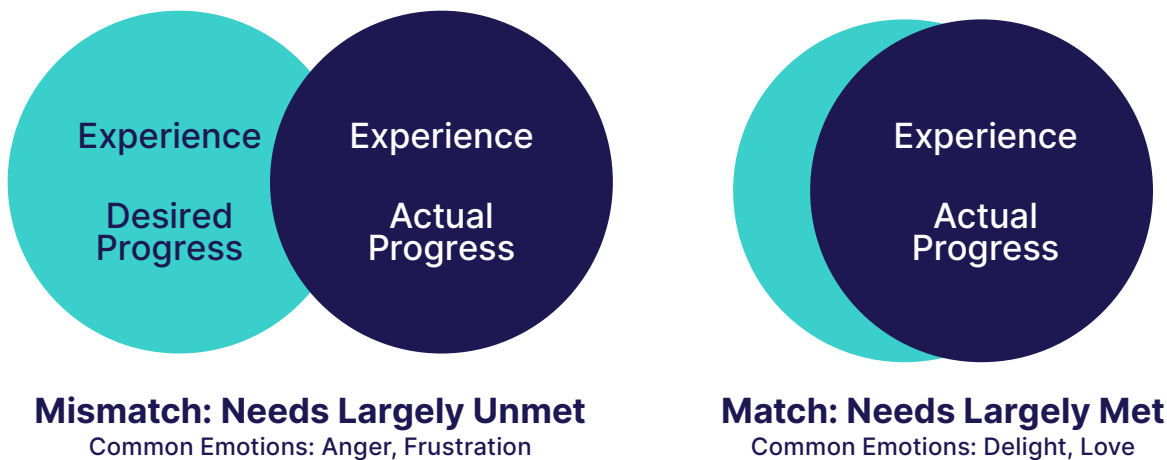
**Sentiment:**  
Measures a cognitive belief or judgment.

**Emotion:**  
Measures an internal state of arousal.

# Product Overview

Innovation Illuminator sifts through the noise to identify unspoken emotions and human truths to guide human-centric innovation. We leverage a combination of human-expertise and machine intelligence to uncover perceptions and reactions in an organic environment (online reviews, blogs and forums), revealing intricacies that would otherwise be undetectable.

Our Hybrid Natural Language Processing can identify 11 distinct emotions, allowing us to uncover unmet consumer/user needs with contextual understanding. By surfacing the tensions and frustrations experienced by your consumer/user, we execute a needs evaluation which identifies innovation opportunities; where to innovate, what to innovate, and how to optimize. With GutCheck Innovation Illuminator you can be confident that your next innovation will support human-centric brand growth and success always rooted in empathy.



## Common Applications

### Category Exploration

Understand category or adjacent perceptions and dynamics to inform brand and product strategy.

### New Product Innovation

Gain in-depth understanding of unmet needs to guide development of solutions and increase the success of new product/service innovation.

### Product/Service Optimization

Identify the pain points and frustrations in an existing product/service to prioritize efforts and increase consumer/user satisfaction.

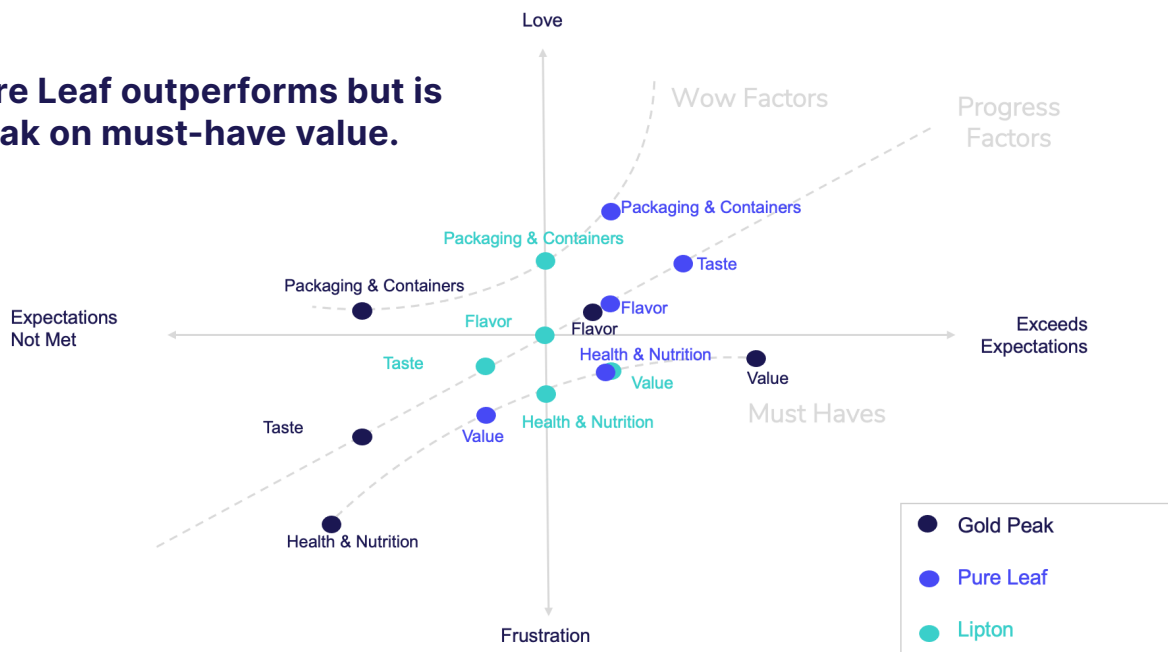
# Key Deliverables

## Innovation Prioritization Framework

Building upon a tried-and-true analytic model, we prioritize the importance of product attributes or features relative to three decision-making factors: Wow Factors, Progress Factors and Must Haves.

Your product/service will be clearly displayed on a quadrant chart showing how they fall into each factor alongside up to 4 competitors. This allows us to see where your product excels and delights, where you can see improved success with investment, and areas that require attention due to high frustration or disappointment.

**Pure Leaf outperforms but is weak on must-have value.**



### Key:

- 'Wow Factors' yield a disproportionate increase in customer delight as you invest in them. If you don't have these factors, customers might not even miss them; but if you include them and continue to invest in them, you will create dramatic customer delight. Wows factors not only excite customers to make purchases but make them return for future purchases. Consumer/user co-creation exercises and key themes to act on
- 'Progress Factors' give you a proportionate increase in love as you invest in them. These also feature customers who know they want and weigh heavily when deciding whether to choose your product or your competitor's.
- 'Must Haves' are factors your product needs to be competitive. Customers expect these factors and take them for granted. This means they must be included. And, if they don't work as expected, they may lead to high frustration.

# Emotion Readout

By leveraging tens of thousands of online comments or reviews, we can derive 11 distinct emotions: Shock, Fear, Sadness, Desire, Anger, Frustration, Surprise, Love, Happiness, Delight, and Excitement

Using Hybrid Natural Language Processing, we focus on decision-making emotions to uncover unmet or under-met needs. For instance, comments expressing emotions such as frustration and anger will indicate a need in unmet. While commentary that suggest love and happiness indicate that consumers/users are satisfied, and their expectations are being met or surpassed.

Iced Tea: Key Emotion

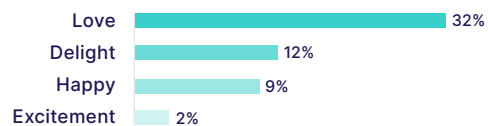
**The emotions beneath are also highly positive with love being the most dominant.**

Lower levels of delight and happiness indicate there is still plenty of room for new entrants to compete and win hearts.

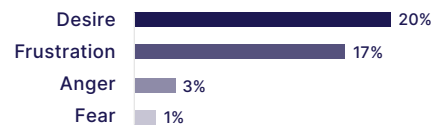
## Emotions



## Positive Emotions



## Negative Emotions

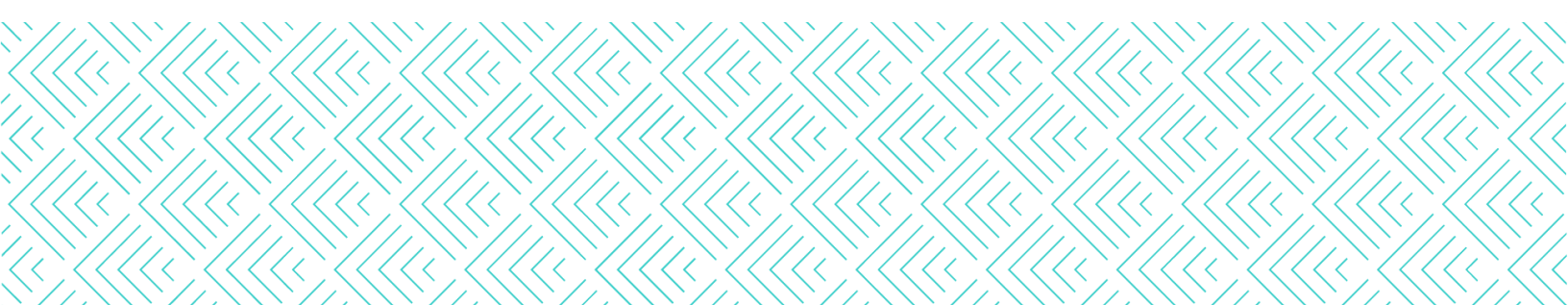


Data Source: Amazon, Target, and Walmart product reviews



*I absolutely love the raspberry Pure Gold iced tea! I can drink it all day without feeling too jittery or overly caffeinated, it's refreshing and low on calories as well as sugar, and it's great for a summer evening. I wish there were a variety pack with different fruity flavors, but I do still buy lots of these as an alternative to soda. I use them as a mixer too for a flavorful twist on a long island iced tea. Love them!*

- Pure Gold, Walmart



# Deep Dive

We dive deep into each major theme derived to ensure that we identify decision-driving emotions within each. By looking through the lens of a specific product feature/attribute, we can fully explore the voice of the customer and discover unmet and under-met needs with contextualized understanding. We then provide you with tactical, human-centric recommendations for next steps.

## Health - No Bloating

Positive Emotion: Delight

**I don't feel bloated or full and I don't look bloated because there are low/no carbs and it's gluten-free.**

“

I switched to iced tea last summer when at the beach or on the lake because I wasn't trying to get caffeinated at 3 in the afternoon but I also wanted to have more than water. **I love soda but if I have more than 2-3 I feel bloated and full. Pure Leafs are refreshing, and I can have several while relaxing on the boat and not get jittery or feel bloated.**

- *Pure Leaf, Walmart*

“

I used to prefer juice but once I tasted how **light and refreshing Pure Leaf is** it was easy to switch to Lipton. **It doesn't make you feel bloated and has less calories, carbs and sugars.** If all that wasn't enough it also has a higher caffeine content.

- *Lipton, Walmart*

“

Iced tea... but make it lit? Yes please! Pure Leaf is super refreshing and an **enjoyable way to drink without feeling extremely bloated or too sickened by sugar.** I love that it keeps you hydrated and **isn't full of sugar and high calories.**

- *Pure Leaf, Walmart*

**As an improvement over juice or soda, feeling good and looking good messaging will resonate.**





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As the pioneers of agile market research, GutCheck equips the world's innovators with insights that drive confident decisions at critical inflection points. Their experienced researchers work as an extension of your team to unlock empathic insights that provide actionable outcomes – with a refreshingly human approach in a hyper-digital world. For more information, visit [gutcheckit.com](http://gutcheckit.com).

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