



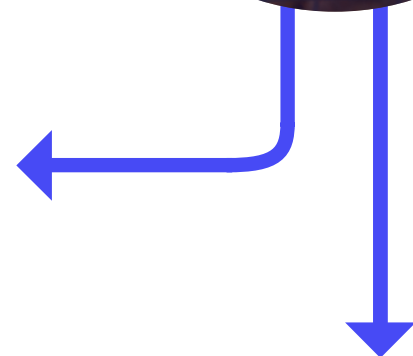
How a Major Grocery Retailer Leveraged Design Thinking & Agile Market Research to Build a Fast & Effective Innovation Process



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What used to take us months, now only takes a matter of weeks or even days!

Innovation Manager
Grocery Retailer



The Challenge

The consumer insights (CI) team within a major grocery retailer is responsible for both short and long term innovation of several brands within their private label portfolio.

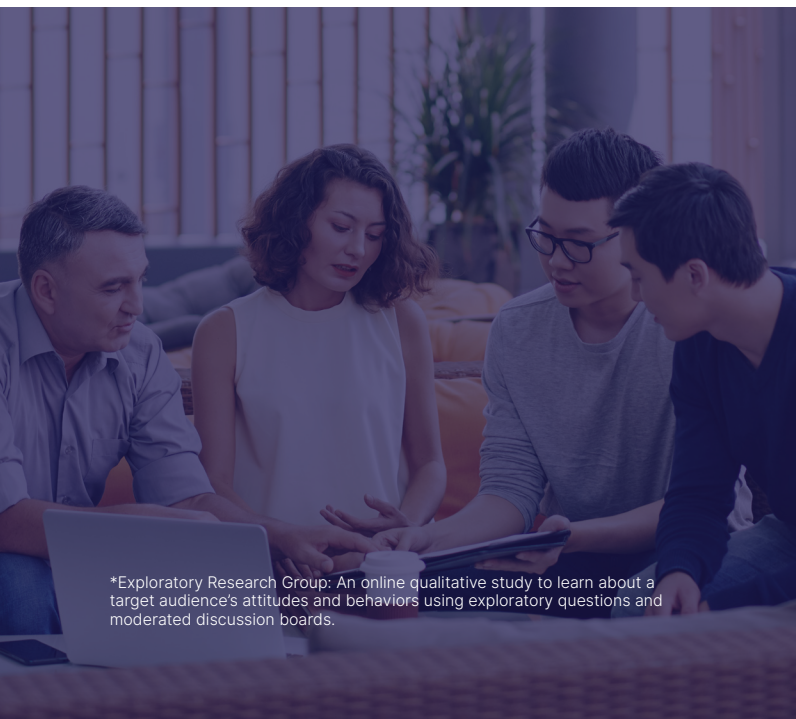
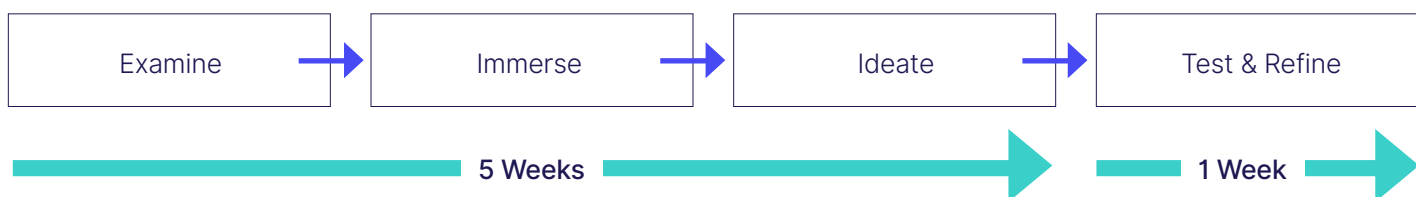
The CI team was challenged by management to engage their target consumers earlier on and more often by adding design thinking methodologies to their upcoming innovation projects, especially when conducting research. Design thinking combines empathy for the context of a problem, creativity in the generation of insights and solutions, and rationality in analyzing and fitting various solutions to the problem context.

The team had several challenges to overcome

- Find ways to implement a design thinking strategy into all future research projects
- Find a way to do this within an aggressive timeline
- Become more consumer centric and ensure ideas generated map to an identified unmet consumer need

The Solution

The CI team was looking to implement their new design thinking strategy within just six weeks of the initial challenge. It was imperative to keep the process moving while still gaining the consumer's voice much sooner than they had previously done. The team turned to GutCheck to help them meet the aggressive timeline and spend more time on what mattered: the consumer.



*Exploratory Research Group: An online qualitative study to learn about a target audience's attitudes and behaviors using exploratory questions and moderated discussion boards.

The Research

The CI team found the opportunity to apply design thinking when looking for ways to engage the whole family within the popular single-serve hot beverage brewing systems. They utilized GutCheck to help them assess a multitude of single-serve cup product concepts developed for the whole family. Using a qualitative Exploratory Research Group* of Millennials and Gen Xers with kids who own a single-serve machine, they gathered the insights needed for each product concept.

The research objectives included:

- Assessing overall appeal and drivers of appeal for each of the product concepts
- Understanding how the concept can be improved
- Understanding potential use cases for such a product



The Results

The results gave the consumer insights team the ability to quickly examine, immerse, ideate, test, and refine their single-serve product concepts. Results were provided in just a number of days—providing the consumer insights team with the results needed for their aggressive timeline. Ultimately, the new design thinking process combined with the speed of an online qualitative platform gave the major grocery retailer a new level of agility.

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By integrating a qualitative research approach into our process, we were able to develop a full story on our consumers and refine our product based on their needs.

Innovation Manager
Grocery Retailer



The CI team was given the exact feedback needed to easily narrow the initial concepts across multiple product lines and eliminate concepts like the hot milk product line



Preferences for chocolate-based flavor options among both kids and adults allowed for prioritization of only the most relevant flavors



Detailed qualitative responses gave clear direction for concept refinement within their innovative design thinking process



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877-990-8111
info@gutcheckit.com

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