

G R O U P

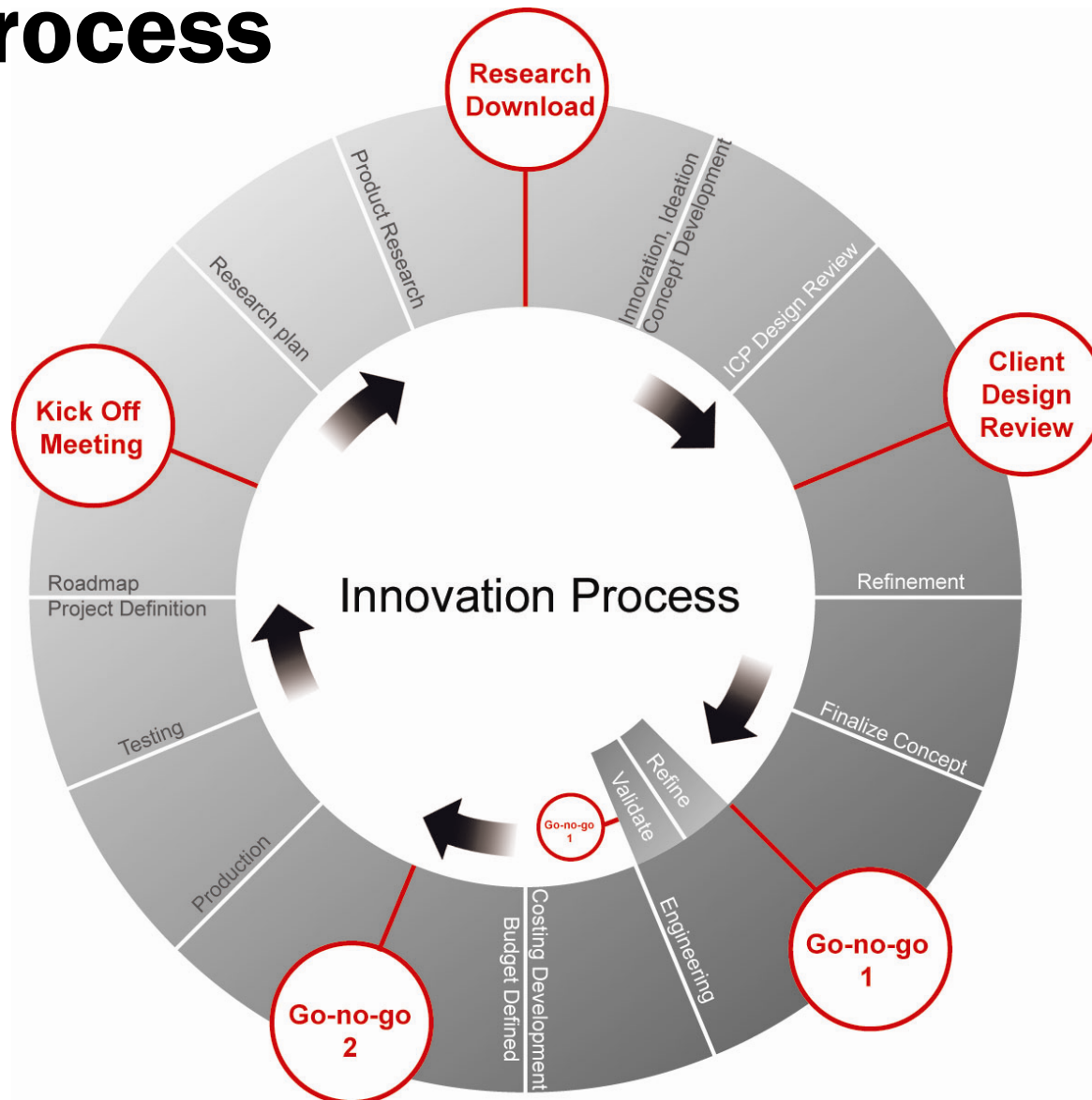
Customer insight

How to translate customer needs into innovative solutions

Differentiation: how to position your product offering to provide competitive advantage

How to chart a course for innovation

innovation process



insight

Office Supplies
Hanging Folders
File Folders
Filing Accessories

Market
Opportunity

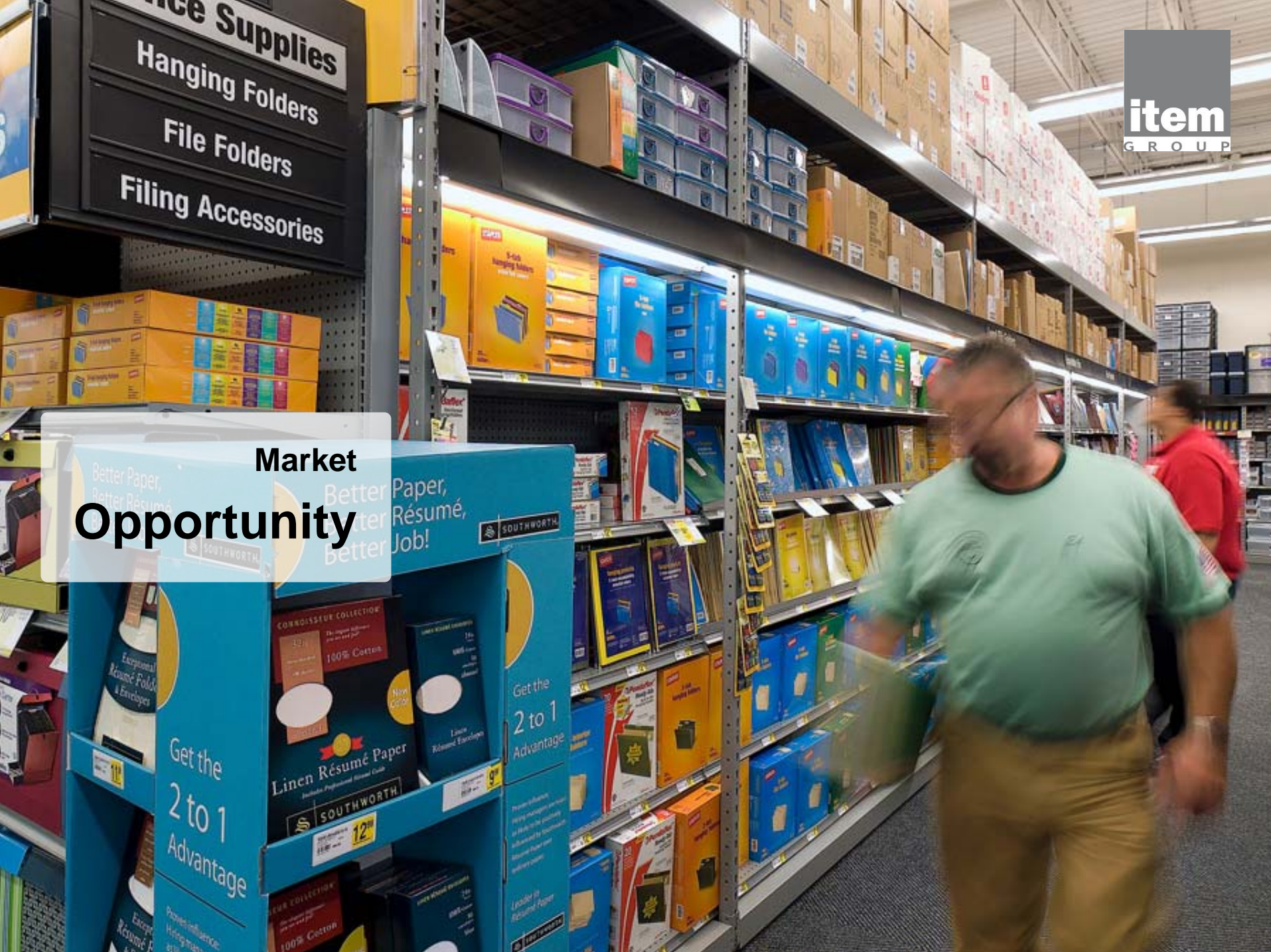
Better Paper,
Better Résumé,
Better Job!

Get the
2 to 1
Advantage

CONNOISSEUR COLLECTION
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Includes Professional Résumé Cards

Get the
2 to 1
Advantage

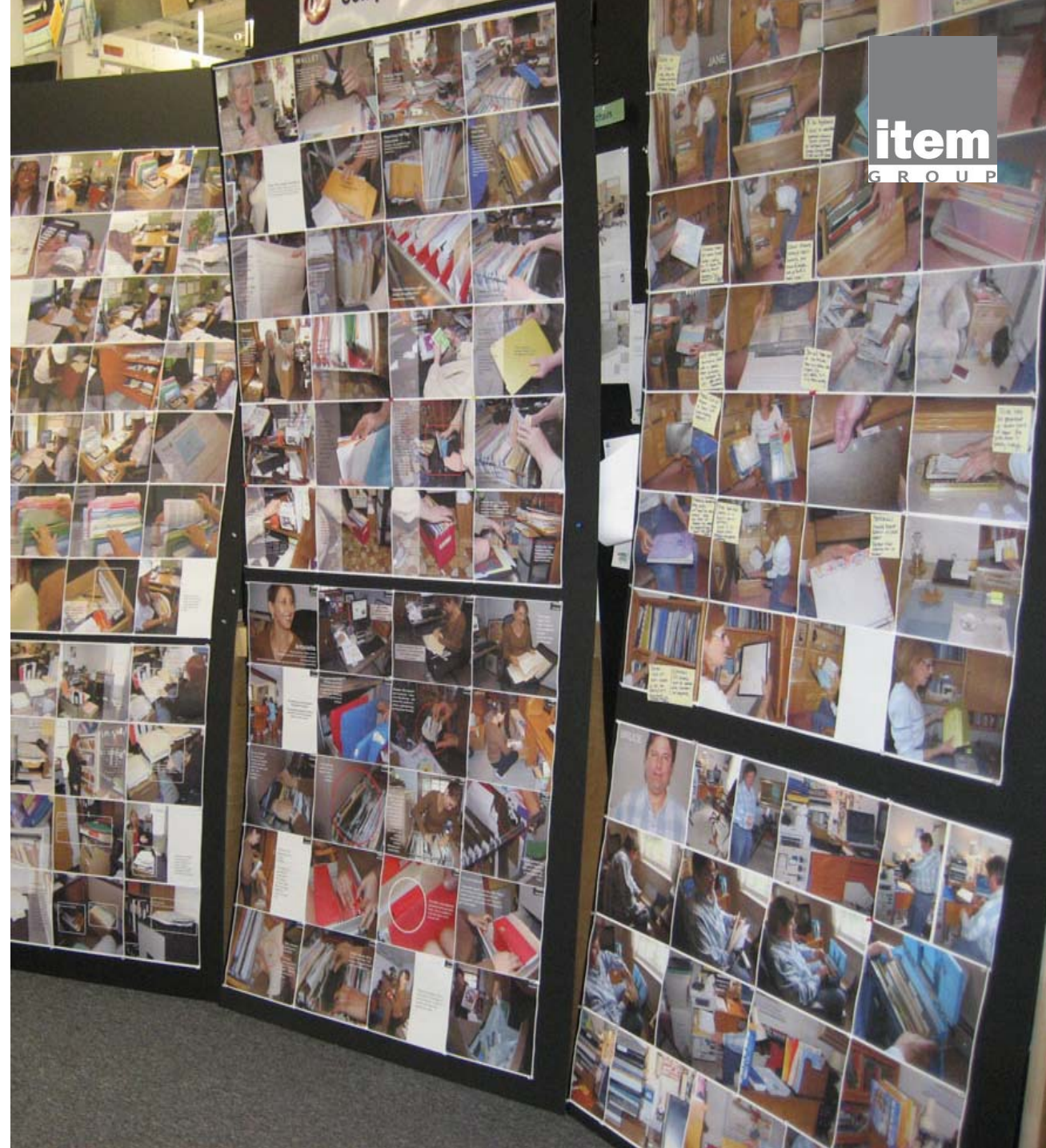
Leader in
Resumé Paper



customer insight

- Experience life in customers shoes
- Document real issues
- Gather data
- Customer Immersion
- Understand context
- Video
- Still photography

ethnographic
research





ethnographic research

- Observe in their environment
- Listen
- Ask open ended questions

application

talk to your customer

get out of the office

focus groups

observations

user groups

translate

develop

concepts

- Leverage your research
- Build compelling concepts
- Develop a value proposition
- Test them with customers
- Evaluate against the competition

leverage research

“The ring system breaks”

“I don’t like when the spine falls apart”

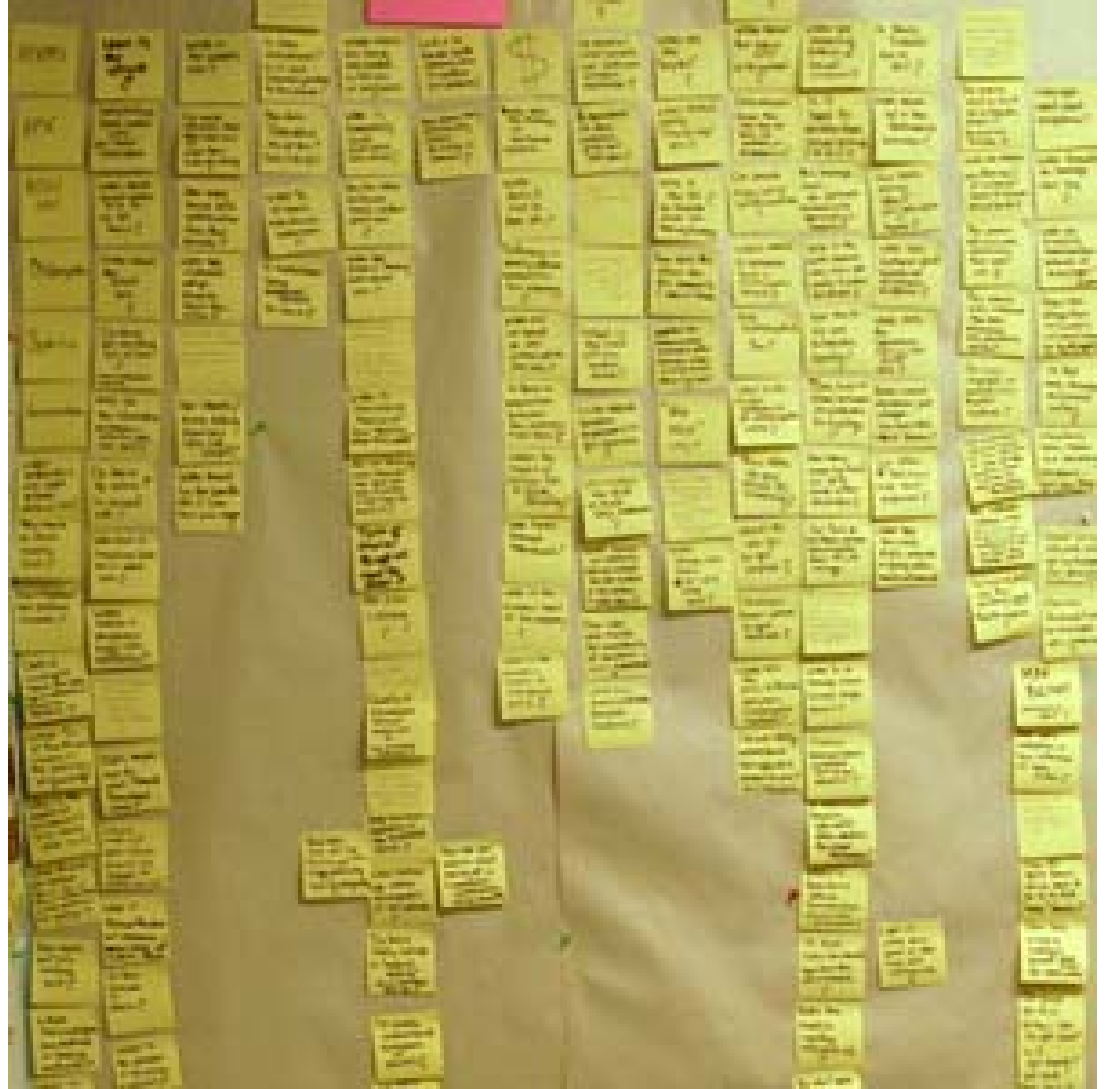
*“I need something that will last the school
year”*





brain
storming

visual thinking



Consumer research

Organization is an aspiration, but build up of backlog happens quickly...



An assortment of hybrid systems are typical...



Binders take even more time and are often reserved for 'special use'...



Corporate User Profile



Value to customer

- Durable TPE spine for better performance
- New one touch ring system
- Easy insert label for identification system



STAPLES

that was easy.™

Innovation 360

production

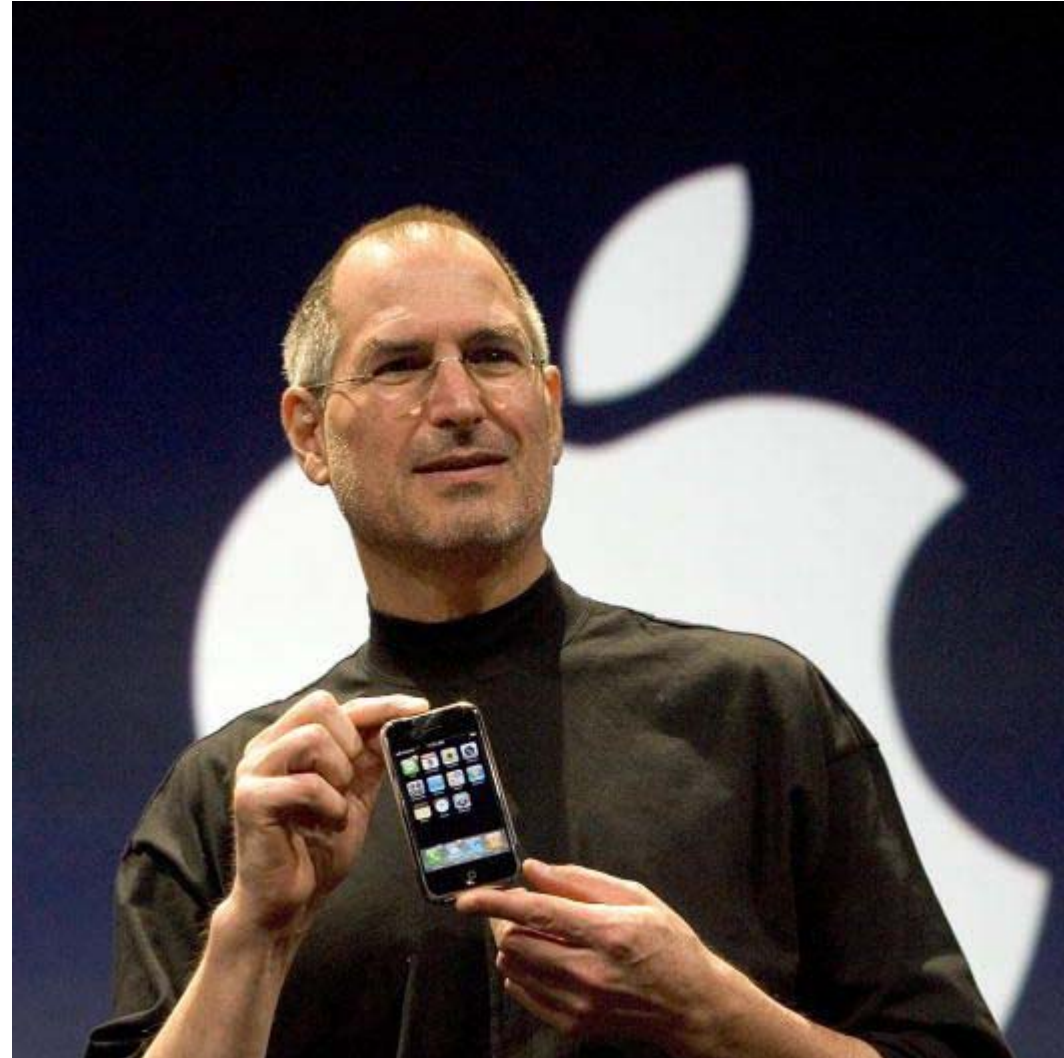


application

- leverage research**
- brainstorm**
- develop concepts**
- test with customers**

differentiate

Customer experience



fuel efficiency



Welcome to Thule North America

THULE[®]
SWEDEN

brand
extension



Car Rack Systems



RV Accessories



Truck & Van Systems

brand

extension



THULE[®]
SWEDEN

THULE asked us to look and see where we could extend their brand.

brand
extension



application

analyze competition

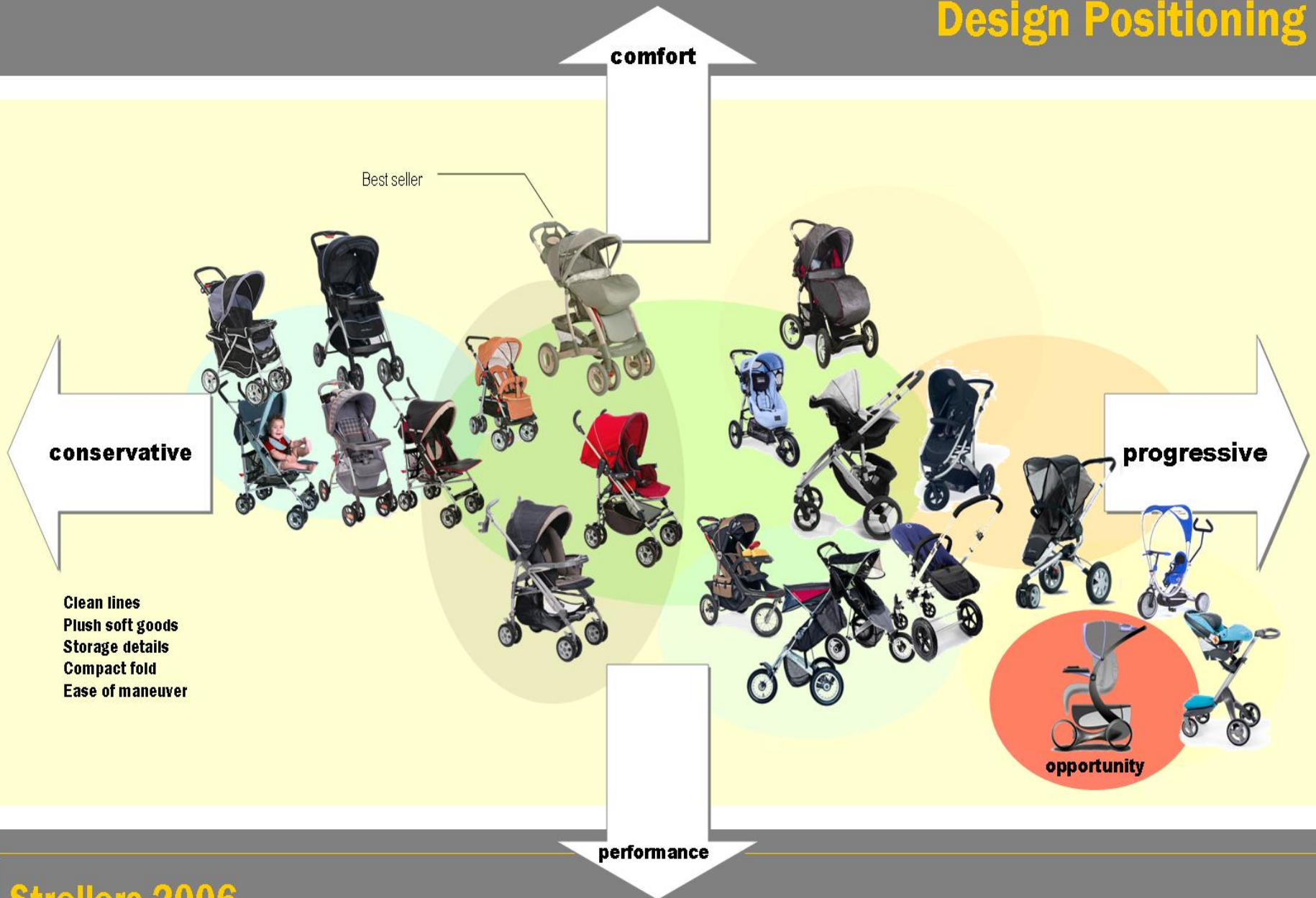
identify opportunities

align with consumer trends

build an innovation team

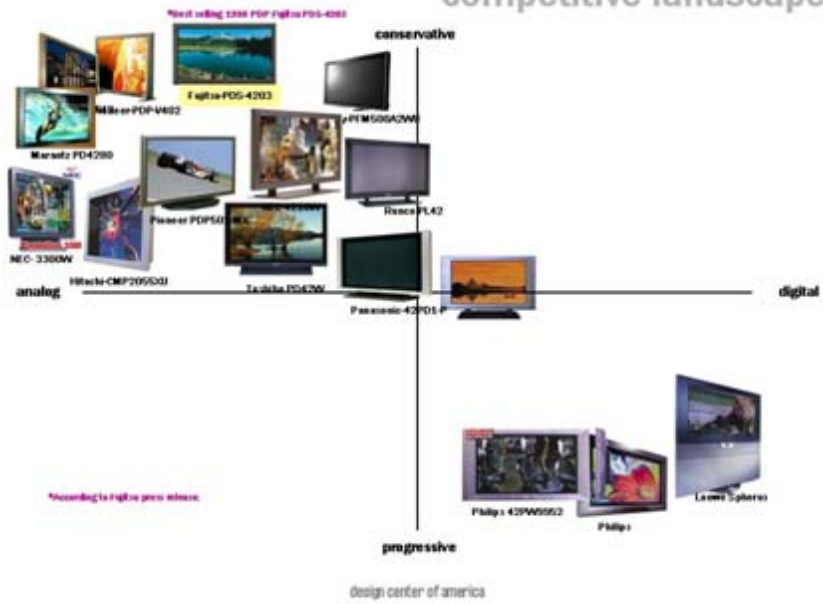
Chart a course

Design Positioning

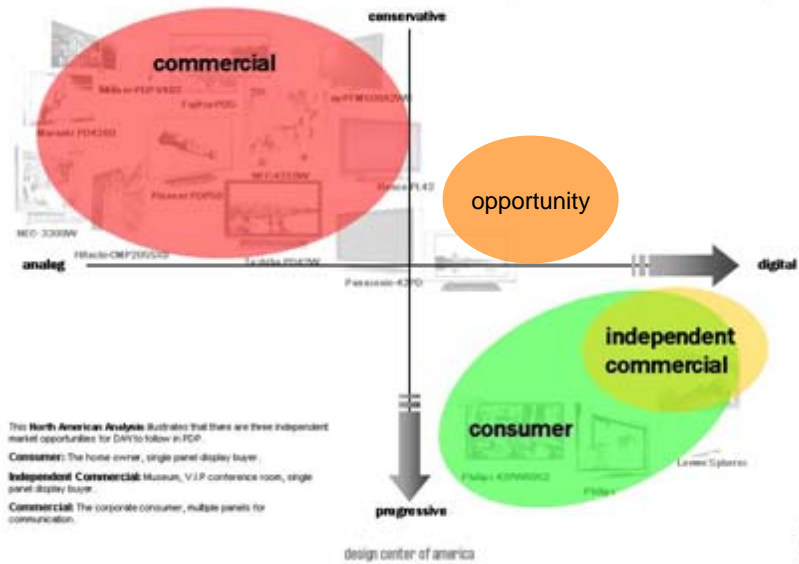


Strollers 2006

competitive landscape



competitive landscape



design

application

Identify business goals

**Focus resources on
biggest opportunities**

Build a timeline

Assign resources



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Thank you