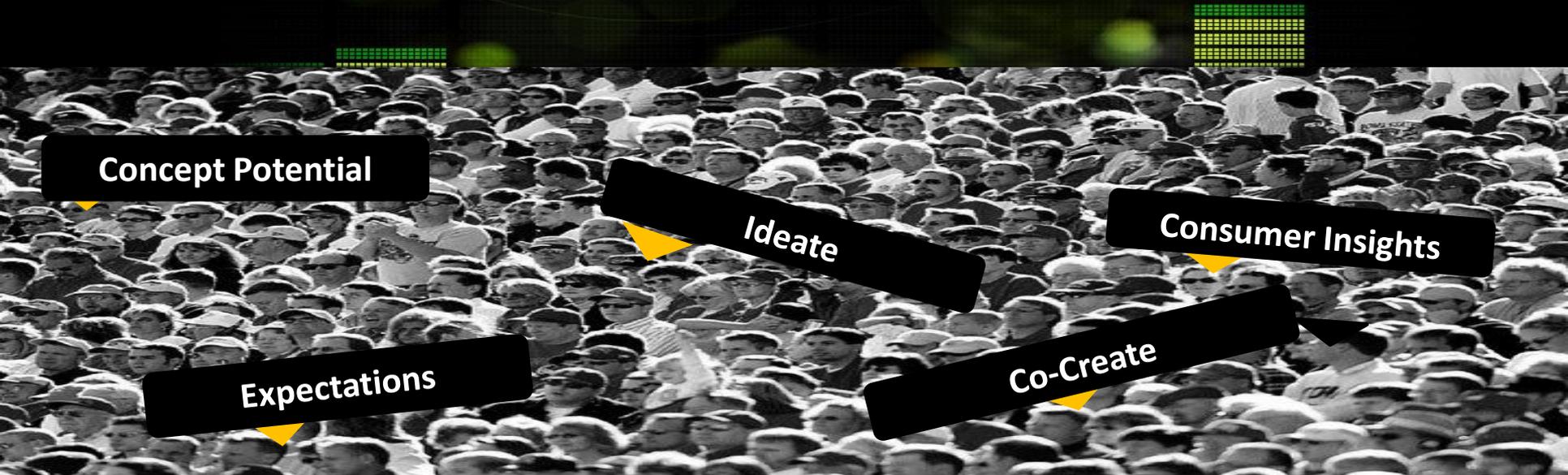




Your Customers Have Hidden Ideas/Insights

Uncovering & Amplifying Predictive Ideas/Insights That Work!



Characteristics of a High Market Potential Concept

An Article by QualQuant Signals Innovation Lab

A High Escape Velocity  
&  
A Laser Pointed Customer Target

*Is what's needed for new product success...*



# A few things we have learned the hard way.....

Your customers are the final decision makers to buy a product / brand. They dictate the success of your product/brand by voting with their wallets. Not involving them in the NPD process can prove to be fatal.

Perception is reality!

Whatever they perceive to be valuable or not valuable is reality.

Their behaviors and attitudes change over time. Its important to keep up.

If your customer perceive a good idea to be a bad one then it is a bad one.

If your customer perceive a bad idea to be a good one then it is a good one.

Majority of new products launched do not meet goals set by the business. Management tries to understand what went wrong by tapping into customer insights. Involving customers this late does little to salvage and new product is declared a failure.

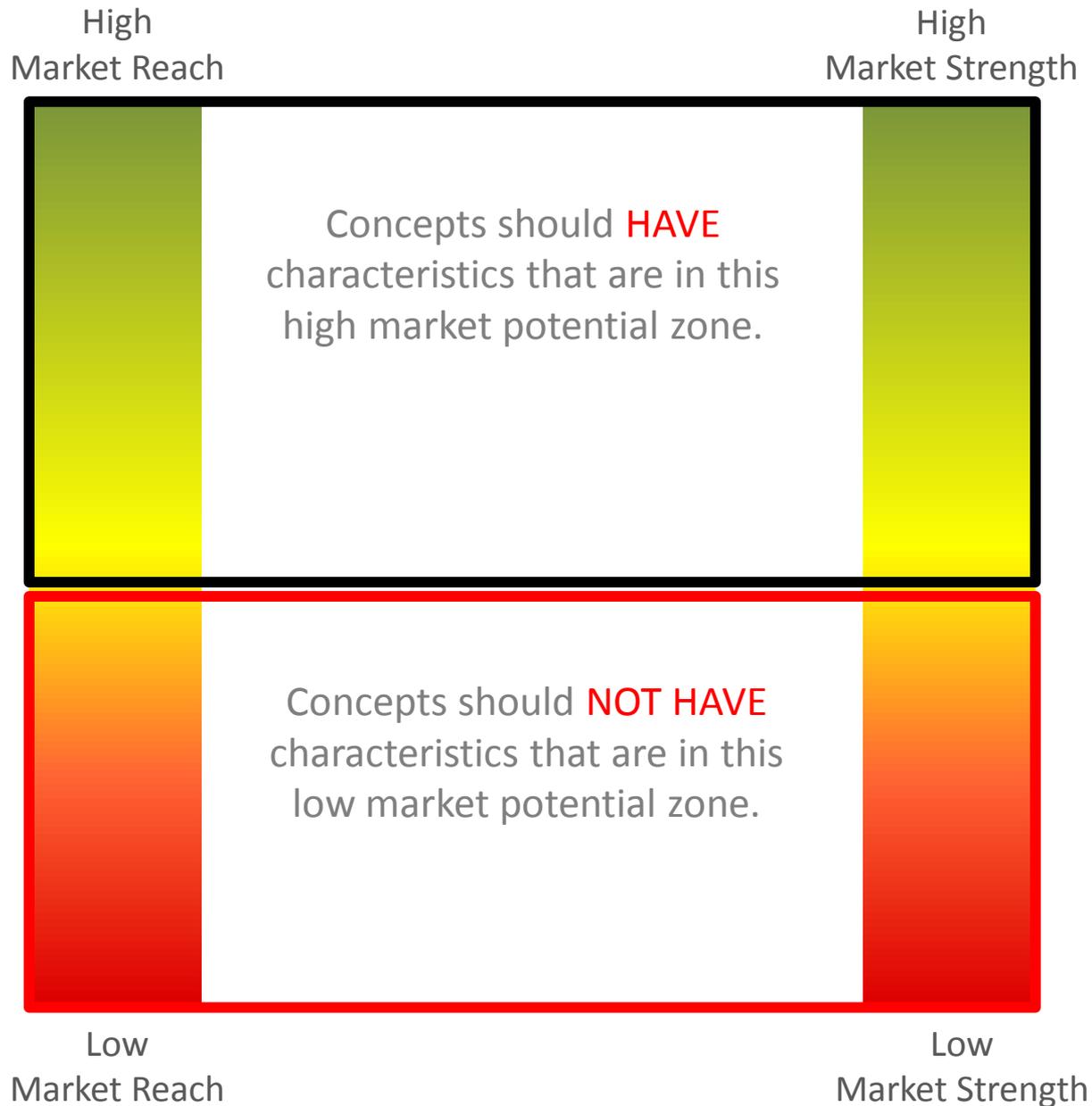
# Characteristics of a High Market Potential Concept

- Has ability to meet or exceed customer expectations.
- Has no features/elements that could potentially turn off customers.
- Has ability to eliminate or reduce customer frustrations (category / brand).
- Enhances quality of life.
- Is innovative, different and better.
- Has features that are considered by customers as the best fit brand.
- Has ability to eliminate any purchase barriers.

*Leads To Better...*

Acceptance : Adaption : Consideration : Intent

# QualQuant Concept Excellence – Market Potential Map



**Is designed to meet or exceed customer expectations.**

Customers buy new products they perceive to meet or exceed expectations better than existing products.  
 Example: Reduce headaches without hurting the stomach.

**Effect on Market Potential**

Has potential to increase market potential.

**Strategy**

Ensure that you manage for the below types of expectations.

1. Existing met expectations - Continue to meet them.
2. Underserved expectations – Capitalize on this opportunity.
3. Emerging expectations – Uncover & meet expectations.

**Recommendations (To Do)**

Market potential risk of a concept either increases or decreases at each step within the NPD process.  
 Why? If you let low potential ideas flow through each step ,then you will end up with low potential concepts.

**To Minimize Risk: Ensure the ideas feeding each step of NPD represent high market potential.**

**Idea Generation / Prioritization  
 LEADS TO  
 Concept Development**

**For Better Concept Development**

Make sure the ideas generated to develop concepts have potential to meet or exceed customer expectations.

**Concept Test / Optimization  
 LEADS TO  
 Developing Product**

**Selecting Winning Concept**

Screen concepts to determine the degree to which different features meet customer expectations and fill in gaps where expectations are not met.

**Prep Market Launch  
 LEADS TO  
 Successful Market Launch**

**Market Launch Prep**

Within this phase you have to ensure that messaging, positioning and communicating differentiations focus around brand meeting expectations better than any other brand.

**Has ability to eliminate or reduce customer frustrations (category / brand).**

Customers have frustrations in life & seek solutions to reduce or get rid of them.  
 Example: Tampons that leak and cause embarrassment.

**Effect on Market Potential**

Has potential to increase market potential.

**Strategy**

Identify customer frustrations for which they are seeking solutions.  
 Ensure concepts have potential to help reduce customer frustrations.

**Recommendations (To Do)**

Market potential risk of a concept either increases or decreases at each step within the NPD process.  
 Why? If you let low potential ideas flow through each step, then you will end up with low potential concepts.

**To Minimize Risk: Ensure the ideas feeding each step of NPD represent high market potential.**

**Idea Generation / Prioritization  
 LEADS TO  
 Concept Development**

**For Better Concept Development**

Make sure the ideas generated to develop concepts have characteristics that reduce existing customer frustrations regarding category/brand.

**Concept Test / Optimization  
 LEADS TO  
 Developing Product**

**Selecting Winning Concept**

Screen concepts to determine the type and level of frustrations it reduces related to category/brand and fill in any gaps.

**Prep Market Launch  
 LEADS TO  
 Successful Market Launch**

**Market Launch Prep**

Within this phase you have to ensure that messaging and brand positioning clearly communicates that product speaks to reducing frustrations.

**Concept does not have features/elements that could potentially turn off customers.**

Customers do not purchase products / brands that have features that turn them off.  
 Example: Customers turned off due to animal by products as an ingredient in beauty care products.

**Effect on Market Potential**

Has potential to reduce market potential.

**Strategy**

Identify things that turn off customers within the category / brand.  
 Ensure concepts do not have features that could turn away customers.

**Recommendations (To Do)**

Market potential risk of a concept either increases or decreases at each step within the NPD process.  
 Why? If you let low potential ideas flow through each step ,then you will end up with low potential concepts.

**To Minimize Risk: Ensure the ideas feeding each step of NPD represent high market potential.**

**Idea Generation / Prioritization  
 LEADS TO  
 Concept Development**

**For Better Concept Development**

Make sure the ideas generated to develop concepts do not represent features/elements that could potentially turn away customers.

**Concept Test / Optimization  
 LEADS TO  
 Developing Product**

**Selecting Winning Concept**

Screen concepts to uncover what could potentially turn off customers and feed this information to improve concept.

**Prep Market Launch  
 LEADS TO  
 Successful Market Launch**

**Market Launch Prep**

Within this phase you have to ensure that brand names, logos, taglines, visuals packaging, etc. do not have potential to turn away customers.

**Has ability to eliminate any purchase barriers.**

Customers have a desire to purchase product/brand but face barriers due to many factors.  
 Example: I would love to buy a BMW but do not have the money right now.

**Effect on Market Potential**

Has potential to decrease market potential.

**Strategy**

Identify barriers customers encounter to purchase category/brand.  
 Ensure concepts have potential to overcome purchase barriers.

**Recommendations (To Do)**

Market potential risk of a concept either increases or decreases at each step within the NPD process.  
 Why? If you let low potential ideas flow through each step, then you will end up with low potential concepts.

**To Minimize Risk: Ensure the ideas feeding each step of NPD represent high market potential.**

**Idea Generation / Prioritization  
 LEADS TO  
 Concept Development**

**For Better Concept Development**

Make sure the ideas generated to develop concepts have the ability to reduce potential purchase barriers that customers encounter.

**Concept Test / Optimization  
 LEADS TO  
 Developing Product**

**Selecting Winning Concept**

Screen concepts to identify any potential barriers that need to be handled.

**Prep Market Launch  
 LEADS TO  
 Successful Market Launch**

**Market Launch Prep**

Within this phase you have to plan marketing strategies to reduce barriers between the customer and the new product.

**Has features that are considered by customers as the best fit brand.**

Customers select brands based on choices and trade offs driven by the value they expect.  
 Example: Prefer to buy products/brands that are environmentally friendly.

**Effect on Market Potential**

Has potential to increase market potential.

**Strategy**

Identify the key elements that customers consider to select best fit brand.  
 Ensure concepts have features/elements that represent the best fit brand.

**Recommendations (To Do)**

Market potential risk of a concept either increases or decreases at each step within the NPD process.  
 Why? If you let low potential ideas flow through each step ,then you will end up with low potential concepts.

**To Minimize Risk: Ensure the ideas feeding each step of NPD represent high market potential.**

**Idea Generation / Prioritization  
 LEADS TO  
 Concept Development**

**For Better Concept Development**

Make sure the ideas generated to develop concepts represent what customers consider important within the category and characteristics they look for in a brand.

**Concept Test / Optimization  
 LEADS TO  
 Developing Product**

**Selecting Winning Concept**

Screen concepts to tease out the most influential features/elements that customers consider as a best fit brand and fill in any gaps in the areas concept does not deliver.

**Prep Market Launch  
 LEADS TO  
 Successful Market Launch**

**Market Launch Prep**

Within this phase, ensure that your brand positioning, messaging, differentiation, etc. focusses on positioning the brand delivering on the features/elements that customer consider as best fit brand.

## Is innovative, different and better.

Customers seek alternatives that they perceive to be innovative, different and better.  
 Example: Prefer to buy new products they perceive to enhance value compared to other options.

### Effect on Market Potential

Has potential to increase market potential.

### Strategy

Identify what customers perceive to be innovative, different & better.  
 Ensure concepts have features that represent to be a game changer.

### Recommendations (To Do)

Market potential risk of a concept either increases or decreases at each step within the NPD process.  
 Why? If you let low potential ideas flow through each step, then you will end up with low potential concepts.

**To Minimize Risk: Ensure the ideas feeding each step of NPD represent high market potential.**

**Idea Generation / Prioritization  
 LEADS TO  
 Concept Development**

### For Better Concept Development

Make sure the ideas generated to develop concepts have characteristics that are innovative, different and better.

**Concept Test / Optimization  
 LEADS TO  
 Developing Product**

### Selecting Winning Concept

Screen concepts to identify customer's perspective of how innovative, better and different the concept is and fill in any gaps to enhance.

**Prep Market Launch  
 LEADS TO  
 Successful Market Launch**

### Market Launch Prep

Within this phase, ensure that your positioning, messaging, differentiation, etc. focusses strongly on being innovative, different and better.

## Enhances quality of life.

Customers buy products/brands that enhance quality of life.

Example: Women look forward to increasing quality of life by looking younger.

### Effect on Market Potential

Has potential to increase market potential.

### Strategy

Identify areas customers look to enhance quality of life.

Ensure concepts have features that deliver to increase quality of life.

### Recommendations (To Do)

Market potential risk of a concept either increases or decreases at each step within the NPD process.

Why? If you let low potential ideas flow through each step, then you will end up with low potential concepts.

**To Minimize Risk: Ensure the ideas feeding each step of NPD represent high market potential.**

**Idea Generation / Prioritization  
LEADS TO  
Concept Development**

### For Better Concept Development

Make sure the ideas generated to develop concepts have the ability to increase quality of life.

**Concept Test / Optimization  
LEADS TO  
Developing Product**

### Selecting Winning Concept

Screen concepts to evaluate the features/elements and the degree to which the concept increases quality of life and fill in any gaps.

**Prep Market Launch  
LEADS TO  
Successful Market Launch**

### Market Launch Prep

Within this phase, ensure that your brand positioning, messaging, differentiation, etc. builds a perception that brand enhances quality of life.

## Loyalty & Advocacy

Customers become loyal to brands that delivers great value which leads to deep relationships.  
 Example: Purchasing Harley Davidson provides the value of being part of a culture.

### Effect on Market Potential

Has potential to increase market potential.

### Strategy

Identify the experiences that drive customers to be loyal.  
 Ensure concepts have features that build deep customer relationships.

### Recommendations (To Do)

Market potential risk of a concept either increases or decreases at each step within the NPD process.  
 Why? If you let low potential ideas flow through each step ,then you will end up with low potential concepts.

**To Minimize Risk: Ensure the ideas feeding each step of NPD represent high market potential.**

**Idea Generation / Prioritization  
 LEADS TO  
 Concept Development**

### For Better Concept Development

Make sure the ideas generated to develop concepts represent what customers value deeply that drive loyalty.

**Concept Test / Optimization  
 LEADS TO  
 Developing Product**

### Selecting Winning Concept

Screen concepts to evaluate the features/elements that have potential to establish loyalty and fill in gaps if required.

**Prep Market Launch  
 LEADS TO  
 Successful Market Launch**

### Market Launch Prep

Within this phase, ensure that your brand positioning, messaging, differentiation, etc. builds upon the main loyalty enhancement factors.

# The Innovation (NPD) Process



Ensure that every stage within the innovation process is driven by high market potential ideas / insights.

Minimize Risk -> Increase Chance of Success

# Worksheet

A checklist to help monitor during each stage of the NPD process if each characteristic is handled. Fill in the cells with 'Y' if the characteristic is handled and leave blank if not.

**A large number of blank cells is a risky proposition during the NPD process.**

Characteristic	Idea Generation	Concept Development	Concept Test	Pre-Launch	Potential Effect If Exists
Has ability to meet or exceed customer expectations.					Increases
Concept as no features/elements that could potentially turn off customers.					Decreases
Has ability to eliminate or reduce customer frustrations (category / brand).					Increases
Has ability to eliminate any purchase barriers.					Decreases
Has features that are considered by customers as the best fit brand.					Increases
Is innovative, different and better.					Increases
Enhances quality of life.					Increases
Loyalty & Advocacy					Increases

# About QualQuant Signals

Tapping into the 'Wisdom of Creativity, Vision & Expectations'.

Uncovering & Quantifying High Market Potential Ideas / Concepts.

Consumers have expectations (existing, emerging and unmet needs).  
They have ideas (signals) on how to best meet these expectations.

QualQuant Signals picks up these hidden ideas and amplifies them.  
The Result – High Market Potential Ideas / Concepts / Products.

An Article by QualQuant Signals Innovation Lab  
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