INNOVATE|2|MARKET

Discovery

Problem identification and goal setting

External/internal research and analysis: market, environment, offerings, trends, etc.

Consumer, user, and customer research

- Qualitative (interviews, observation, ethnography, projective, semiotics)

- Qualiquant (including web 2.0 techniques)

Secondary research

Competitive research

Context research: individual (user), society and cultures

Delphi research (Expert opinions)

Ideation and brainstorming (broad range of options including internal/external, traditional/Web 2.0 techniques, as well as expert/creative panels)

Opportunity mapping

Development

Design research (ergonomics, human factors, usability)*

Fashion, color, and trend research*

User-driven designs: personas and scenarios process

User-driven requirements

New venture/product/product line strategy

Business case development

Validation research

- Quantitative (concept test surveys, including conjoint and Web 2.0 methods)*

- Qualitative (focus groups, experts, and lead users)

Go-to-market strategy

Brand strategy/identity*

Commercialization

Technology commercialization research, assessment and planning (SBIR projects)

Sales and business development strategy

Go-to-market marketing support

*Tasks where we are most likely to bring partners. Other tasks for which we recommend or bring outside talent for the making of a holistic team include: Intellectual Property strategies, industrial design, package design, web design, and store / display design, engineering, manufacturing, branding, and NPD process engineering.