



PENGEMBANGAN PRODUK
versi

NESTLE



Researchers recommendation



Marketing's take out.



Technical Brief



What Management approved



Promised to the trade



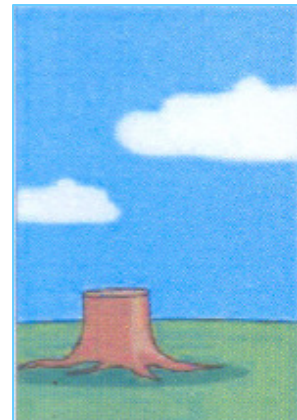
After it's been through legal



What the factory came up with



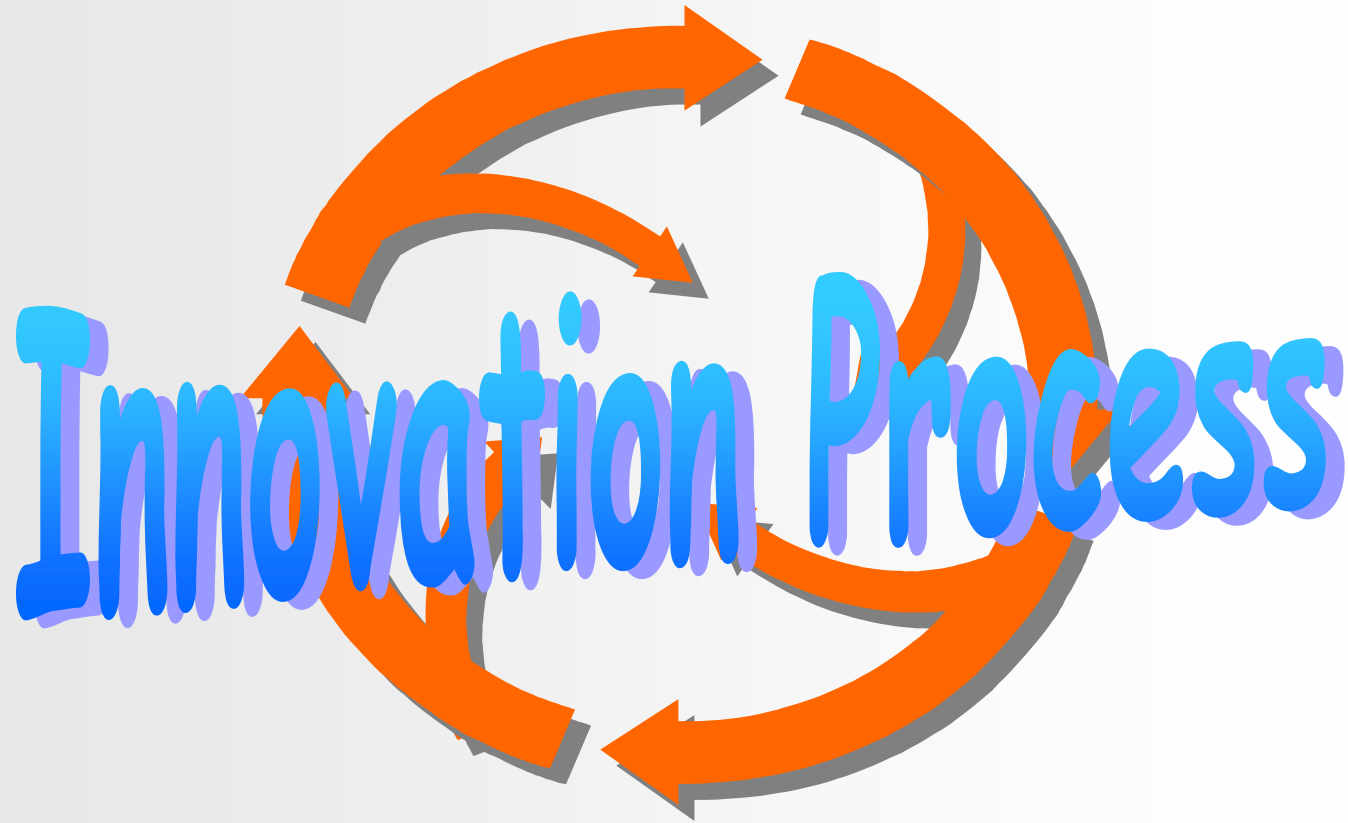
What the agency billed us for



How it was supported



What the consumer really needed....

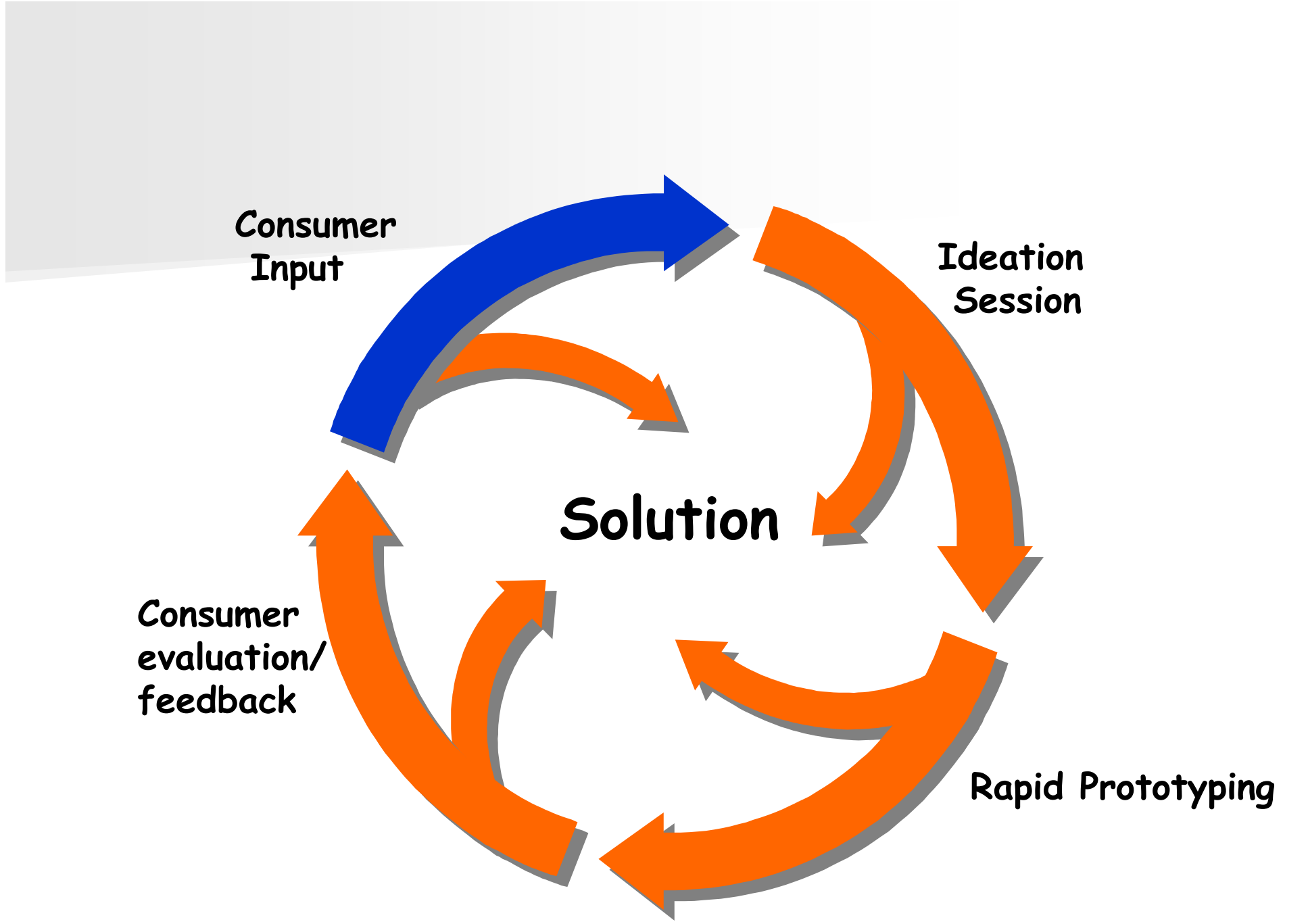


Innovation Process

A Concept for Creative Product/Packaging Solutions

What is it?

It is an organized process for the idea generation and conceptualization of product/packaging innovations combining Consumer input, Ideation and Product/Package prototyping resulting in a creative/innovative solution in a short period of time.



Consumer Input

↻ Consumer complaints

↻ Focus groups

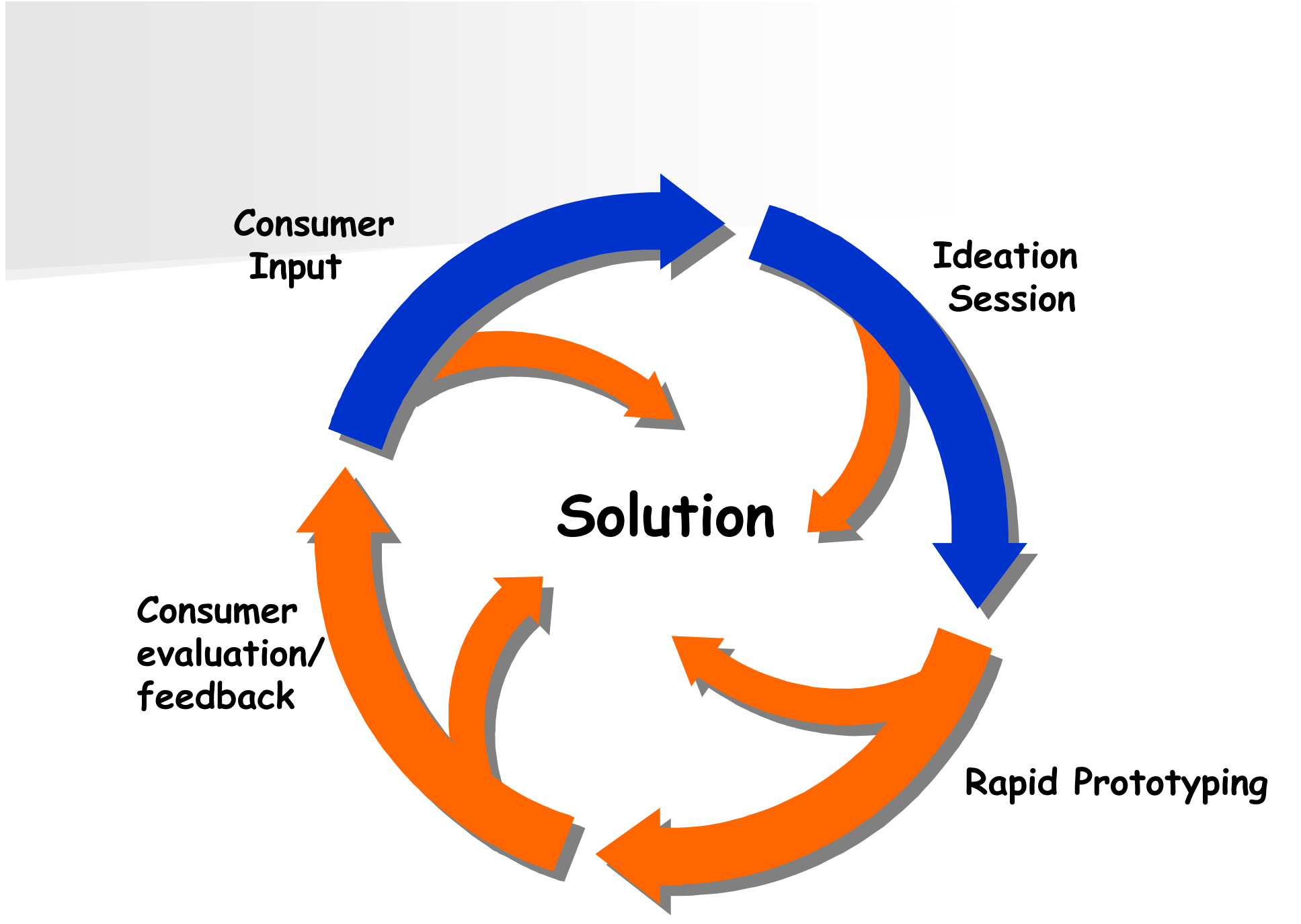
↻ In-home testing

↻ Previous consumer research

↻ Other sources

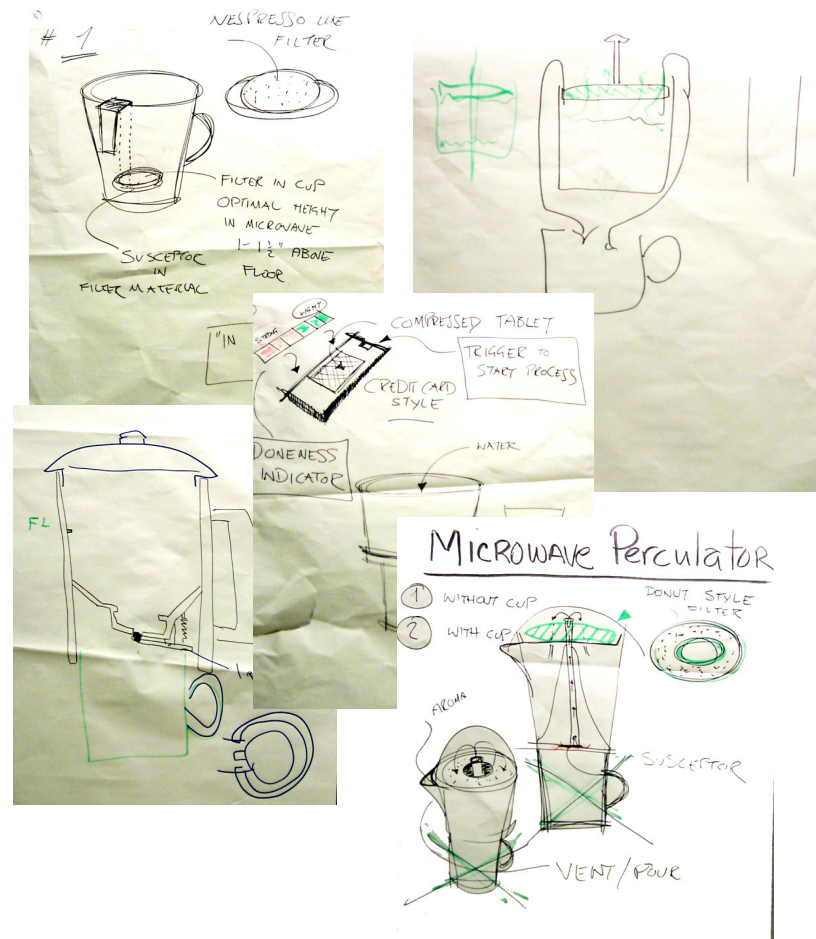
Consumer Research

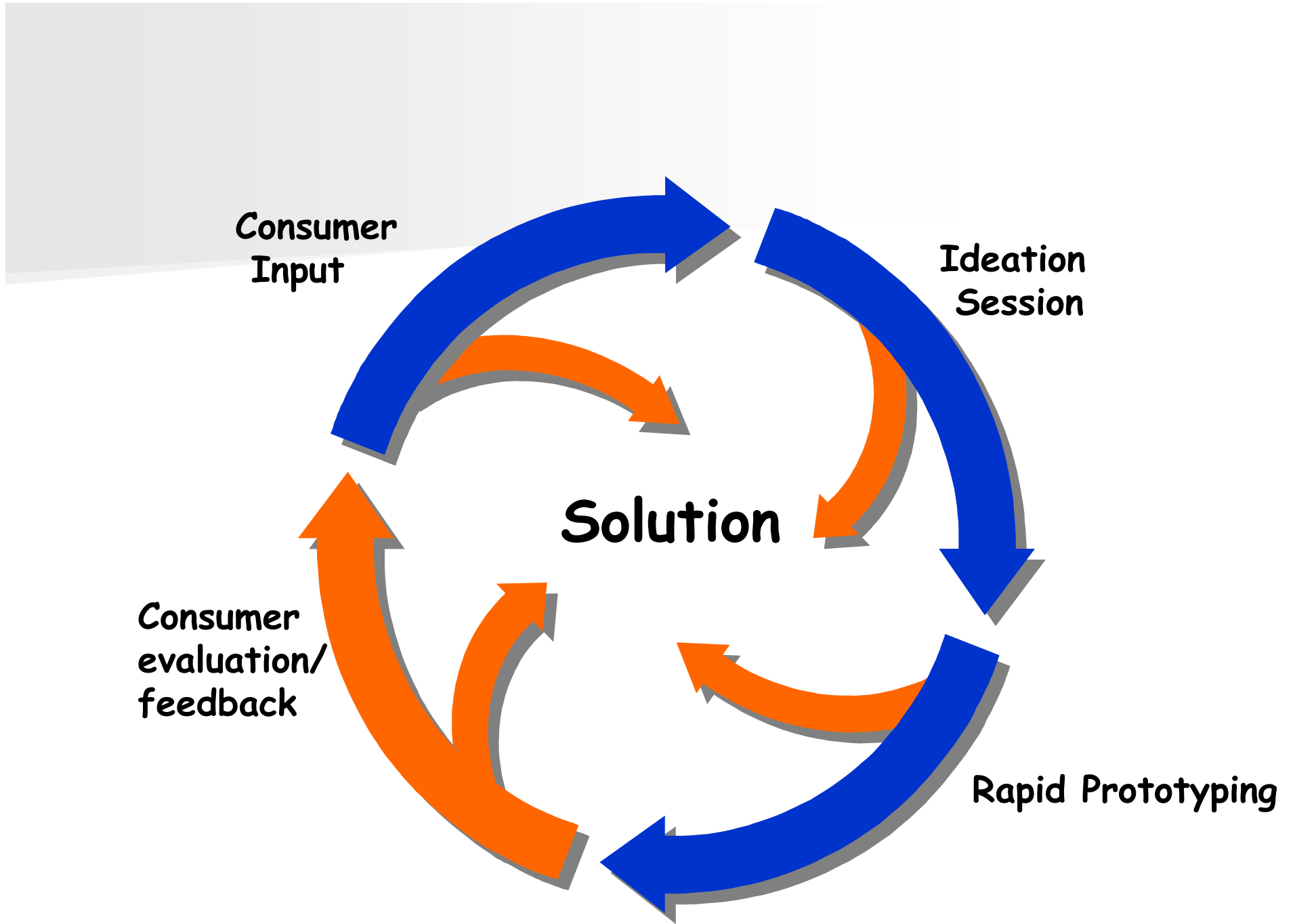
- The overall shape of the NesQuik package does not warrant a re-design. The shape is ergonomically friendly and it is easy to store.
- The closure on the NesQuik package can be optimized. Opportunity areas for improvement include:
 - A one-piece, flip-top lid; some consumers consider the current lid to be too difficult to remove.
 - The lid should close with an audible "click"; this enhances freshness perceptions.
 - Pouring is an appealing option for many consumers, but it should not replace spooning. Some consumers prefer spooning, since it is less messy and gives the product user, especially children, better control of dosing. The ideal closure would offer consumers the option of spooning or pouring.
 - There is little interest in lid mechanisms that provide a pre-measured serving of NesQuik. Most consumers want to "customize" the amount of NesQuik that they use to prepare chocolate milk for themselves and their children.
- Consider increasing the rigidity of the walls of the NesQuik package. Some consumers claimed that when they squeezed the package, powder leaked out from under the lid.
- The inclusion of a scoop in the package is a "nice to have", but not essential. It would probably not justify a higher price.
- Do not pursue package options that provide "play value" as a reusability option. "Play value" does not appear to be a relevant benefit for consumers. Also, the options shown to consumers (i.e., buckets, building blocks) had ergonomic disadvantages which outweighed and potential child appeal.



Ideation/Brainstorming

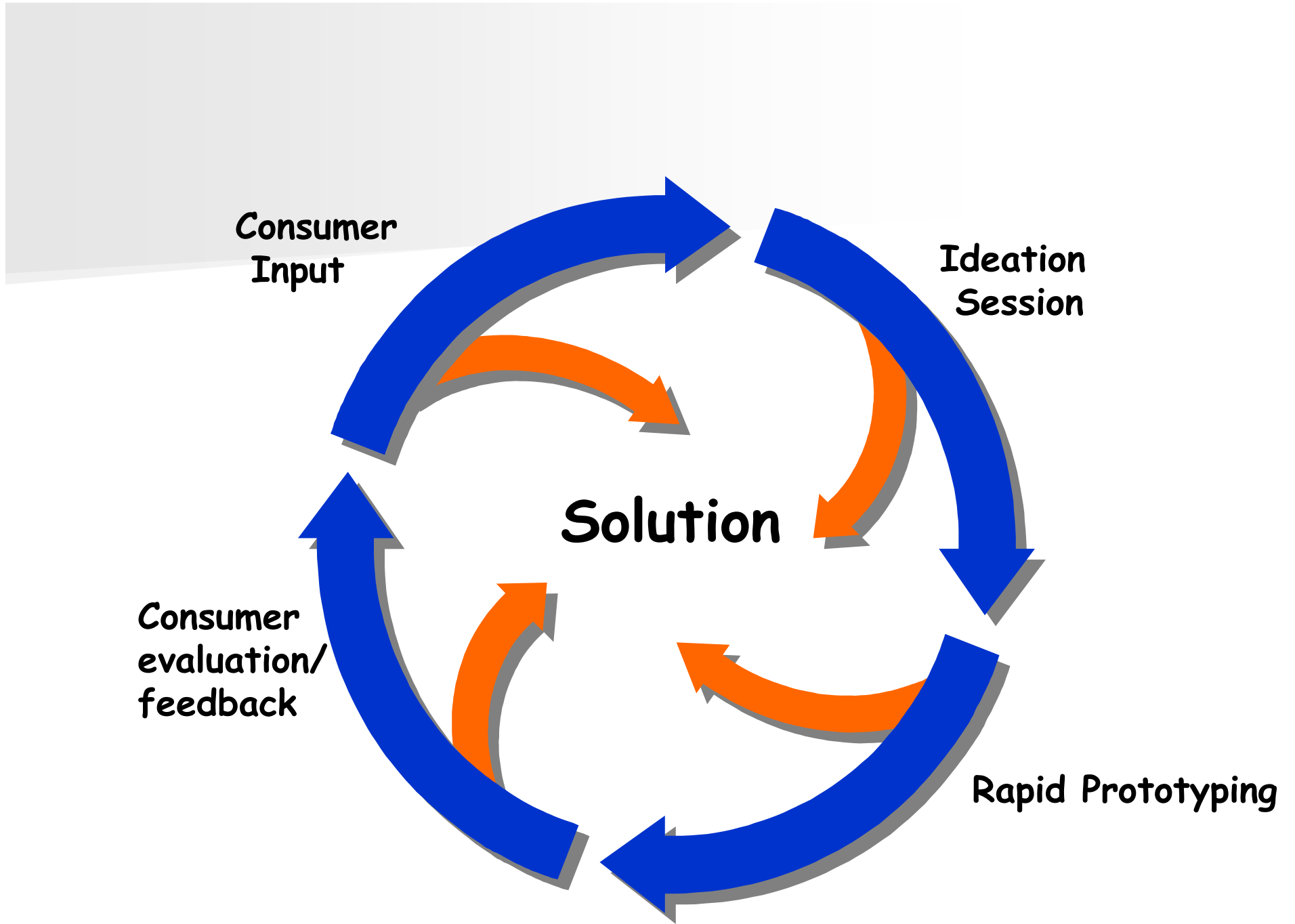
- 🔄 Identify Goal/Wish/Challenge
- 🔄 Gather Data
- 🔄 Clarify the Problem
- 🔄 Generate Ideas
- 🔄 Select & Strengthen Solutions
- 🔄 Plan for Action





Rapid Prototypes

- ↳ Trial Kitchen for Products
- ↳ Outside Agency/Supplier for packaging mock-ups
- ↳ Speedy visualization of concepts
- ↳ Allows immediate consumer feedback



Consumer Evaluation/Feedback

- ↻ Immediate feedback on concepts
- ↻ Qualitative information for concept optimization

