

# Consumer Driven Development of Breaking Innovations

## The Kansei-Engineering Approach

Kern, Martin<sup>a</sup>; Alex, Thomas<sup>a</sup>; Gautreau, Olivier<sup>a</sup>; Manfredi, Paolo<sup>a</sup>; Schütte, Simon<sup>b</sup>

### The Approach in a Nutshell

Bringing to light consumers' new desires for existing product categories and translating these desires into product success.



#### Description

- Development of products is completely guided by and based on consumers' wanting and desire.
- Drivers of wanting and liking are identified and used to optimize the prototypes, creating the ultimate match between the consumer and the product.
- Most important is the development of the semantic space where it all begins in order to define ...
  - consumer based insights for
    - Kansei words as key words for new desire
    - new technology
    - new consumer experience
  - emotions, benefits, product usage, moments, motivations, ...

**Definition**

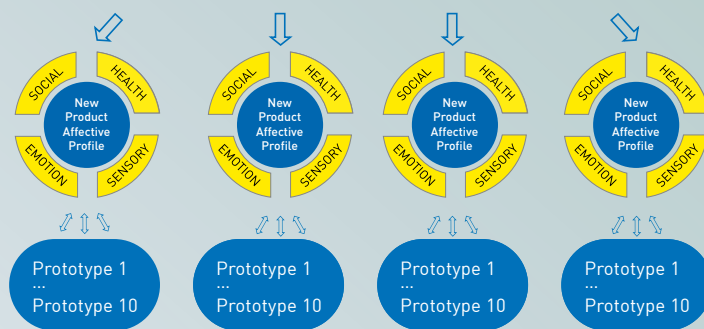
- "Kansei words" are terms released from the unconscious mind and preconceived notions held within the consumer of a product.
- "Kansei words" are to be understood as product characteristics that reflect very specific and deep consumer desires for a given product.

Collection of terms/words with high emotional emphasis in order to enable affective profile development for a new product



Insight of benefits and drivers for existing products and their gap to the released terms/words with high emotional emphasis for a new product

**Result of Semantic Space Step: Affective Profiles for New Products as a Starting Point for Prototyping**  
Affective profiles consist of potential Kansei Words.



**Prototype Development =** Development of the Sensory Space

- Generation of prototypes with the objective bringing to life the affective profile with real product experience.
- Integration of the technological progress and new opportunities independent and regardless of the traditionally held product ideas/concepts – with the purpose of breaking new ground.
- Creative production of a vast amount of different prototypes based on the semantic space.

### Synthesis:

Consumers are confronted with newly developed semantic space (potential Kansei Words) and sensory space (Prototypes). Objective of the Synthesis: Evaluating the match between semantic and sensory

space with the focus on refining of Kansei Words and sharpening the requested characteristics of the new product / innovation ensuring a proper match. The Synthesis might require repeating in order to ensure the "breaking" characteristic of the new products / innovation.

### Final Validation and Launch:

A final quantitative and representative CLT validation test with the target consumer will reveal any possible needs for final adjustment before launch.

**Definition of Breaking Innovative Product:**  
A product, which is completely in line with and satisfies the consumers wanting/desire and liking.