

# BLUEPRINT

Quite simply Product Labs is a concentrated co-creation method that is a blend of a Focus Group and a CLT. Tailored to your project questions, consumers participate in several stations specifically designed to co-create your product directly with the consumer.



## How it Works

### Setup

Sessions are conducted in large Focus Group style room or large conference room, articulate respondents are recruited to participate in up to 7 stations. Typically conducted over 2 days with 4 groups of 12 consumers.

### Co-Creation

Co-creation occurs throughout the multiple stations allowing the consumers to break apart and optimize each major product component, before bringing them together to create a holistic solution.

### Refinement

Targeted questions capture unbiased, quantitative data followed by participation in moderator led discussion to dive deeper and reveal the golden nuggets to include or fatal flaws to avoid.

### Stations

Potential Station Setup:

- 1 Concept**  
Respondents receive copy of the concept and evaluate overall liking, purchase interest, likes & dislikes, etc.
- 2 Tasting**  
Standard CLT tasting protocol is followed asking questions regarding overall liking, flavor, product attributes, etc.
- 3 Appearance**  
Respondents evaluate the appearance of each sample and indicate a preference.
- 4 Benefits**  
Participants rate the importance of product benefits ranking their top three.
- 5 Packaging**  
Respondents evaluate packaging options based on overall liking, attributes, benefits, preference, etc.
- 6 Competitive Review**  
Respondents are asked questions about product value, pricing and what current product the concept would replace.

### Tangible Benefits

- Concept agility from proposition, product definition, to packaging
- Co-creation with consumers through interaction
- Clear target for product development and brand teams
- Captures difficult to find flaws or golden nuggets
- Combines consumer insight with quantitative direction
- Essentially you get a blue print" for product development to develop

Consumer Insights. Delivered.  
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