

Customer Innovation and Lead User Tool

Background

Products and services are becoming increasingly interchangeable, filling gaps in the market and developing successful innovations is becoming more and more difficult. There is one thing promising product development absolutely needs to rely on: farsighted visions.

Das fernlicht has developed a process that helps businesses plan innovation processes according to their customers' needs. This innovation tool puts users at the heart of the innovation process. After all most successful innovations originate from users rather than from producers.

Aim

- Intensifying customer relationships
- Comprehending customer needs
- Increasing the innovation output

An early engagement of users or customers in the product and service development process fosters the interactive generation of ideas and innovative solutions. The basic idea behind this process is identifying "Lead Users" - those users that are ahead of their time and can articulate needs long before the mass market has discovered them. To put it short: Trendsetters with respect to customer needs.

Realisation

In principle a Lead-User project consists of three phases:
After selecting a project team an initial trend-screening process is applied to the selected market. The second phase serves to identify experts and lead users that possess detailed knowledge of the market and are able to articulate corresponding needs in interviews. In phase three a workshop is organised with the firm's product development team and Lead Users with the aim of developing concrete ideas and innovations in the selected area.

Costs

Costs depend on the depth of the research phase, the number of interviewed experts as well as the duration of the workshop. From 6800,- € (plus VAT).