


Designing powerful new product concepts - A new approach.

Created by Dr. Ken Hudson, founder, IdeaSpace



t +61 2 9665 6762 m 0412 323 824 e kenhudson@ideaspace.com.au

www.ideaspace.com.au



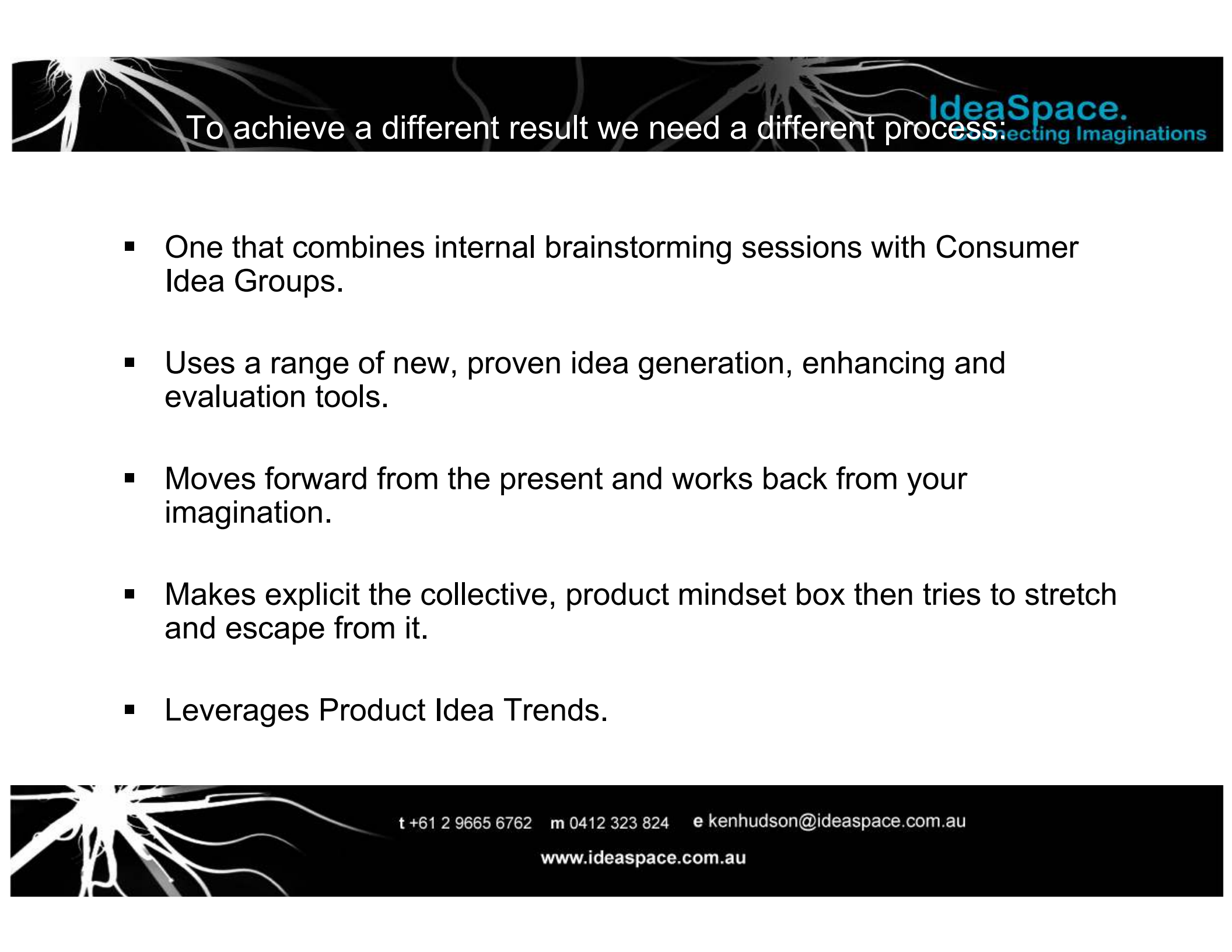
NEW PRODUCTS: THE SCORECARD

IdeaSpace.
Connecting Imaginations

- An occasional winner but up to 80% fail.
- Most products tend to be incremental or Me-Too.
- Rarely drive noticeable sales revenue or profitability.
- Easily replicated.
- Poor return on investment.
- Lack of customer, employee, supplier and retailer engagement.

t +61 2 9665 6762 m 0412 323 824 e kenhudson@ideaspace.com.au

www.ideaspace.com.au



To achieve a different result we need a different process:

IdeaSpace.
Connecting Imaginations

- One that combines internal brainstorming sessions with Consumer Idea Groups.
- Uses a range of new, proven idea generation, enhancing and evaluation tools.
- Moves forward from the present and works back from your imagination.
- Makes explicit the collective, product mindset box then tries to stretch and escape from it.
- Leverages Product Idea Trends.

t +61 2 9665 6762 m 0412 323 824 e kenhudson@ideaspace.com.au

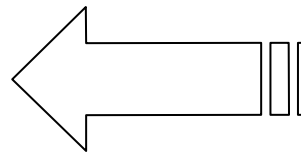
www.ideaspace.com.au

We need new thinking :

IdeaSpace.
Connecting Imaginations

- **Some imagination idea tools:**

- Brand Imagination
- Competitive Insight
- A day in the Life
- Drawing the Ideal



**Work
backwards
from
the collective
imagination**

t +61 2 9665 6762 m 0412 323 824 e kenhudson@ideaspaces.com.au

www.ideaspaces.com.au



We need new way to engage consumers:

IdeaSpace.
Connecting Imaginations

The Creative Consumer Panel:

- Consumers tested for their creative thinking ability
- 18-32 years
- Co-create new concepts with the client & target audience
- Use a range of creative thinking tools
- Used by Heinz, Simplot, Kellogg,

t +61 2 9665 6762 m 0412 323 824 e kenhudson@ideaspace.com.au

www.ideaspace.com.au



We also need to use Product Idea Trends

The next step is to look outside your category for fresh ideas.

This process systematically scans other categories and industries for new product idea trends and leverages this to create a new concept.

For example: Speed of service (express lines at supermarkets, airports, home loan approvals in 24 hours etc). What about a 24 hour legal service?

Every idea consists of a core idea and an execution. Comparing core ideas enables ideas to be adapted for different industries.

We have over 15 product idea trends.



The End Result:

IdeaSpace.
Connecting Imaginations

Bigger, better, concepts.

Insight: It is the front-end, idea development process that makes all the difference.

t +61 2 9665 6762 m 0412 323 824 e kenhudson@ideaspace.com.au

www.ideaspace.com.au