

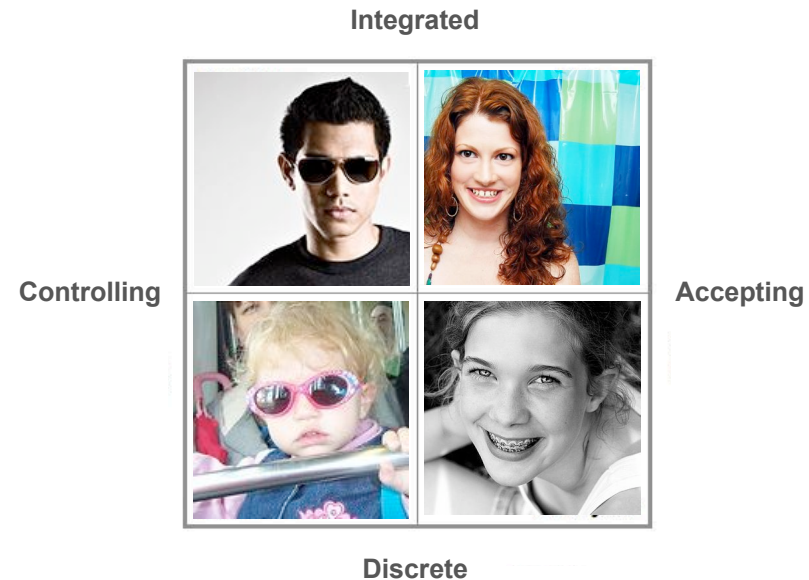
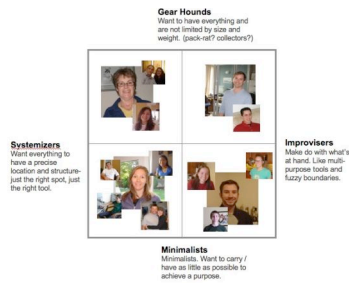


## Case Study: Learn a New Market



### **The Brief: Learn a new market.**

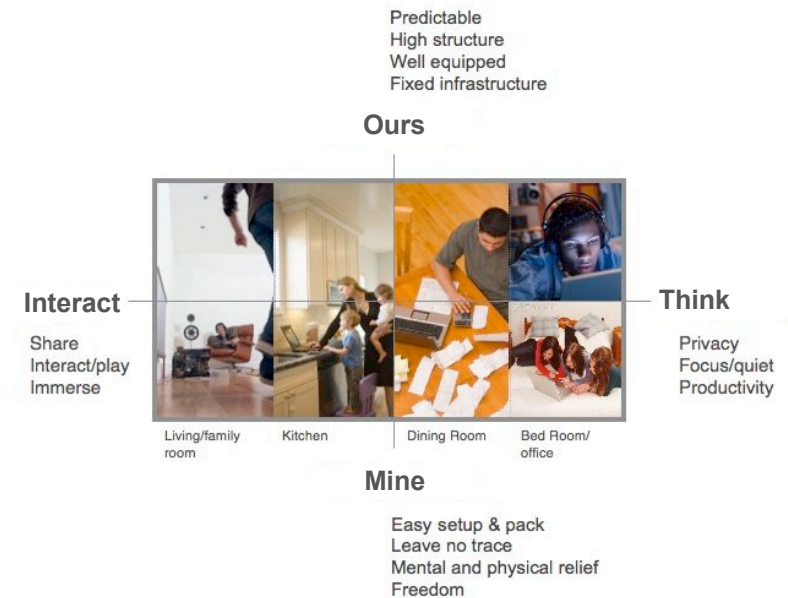
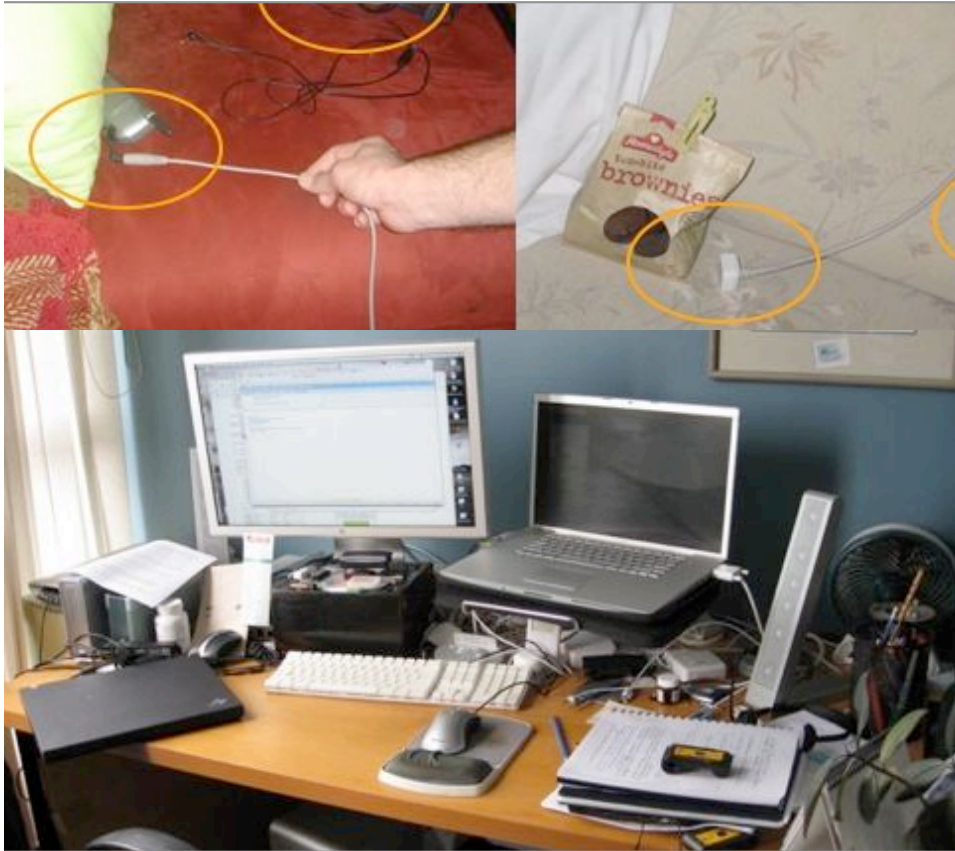
Help a device accessory maker understand the needs of the home user and identify new, relevant product opportunities.



Detailed content has been altered to protect confidentiality

## Contribution: User Insights

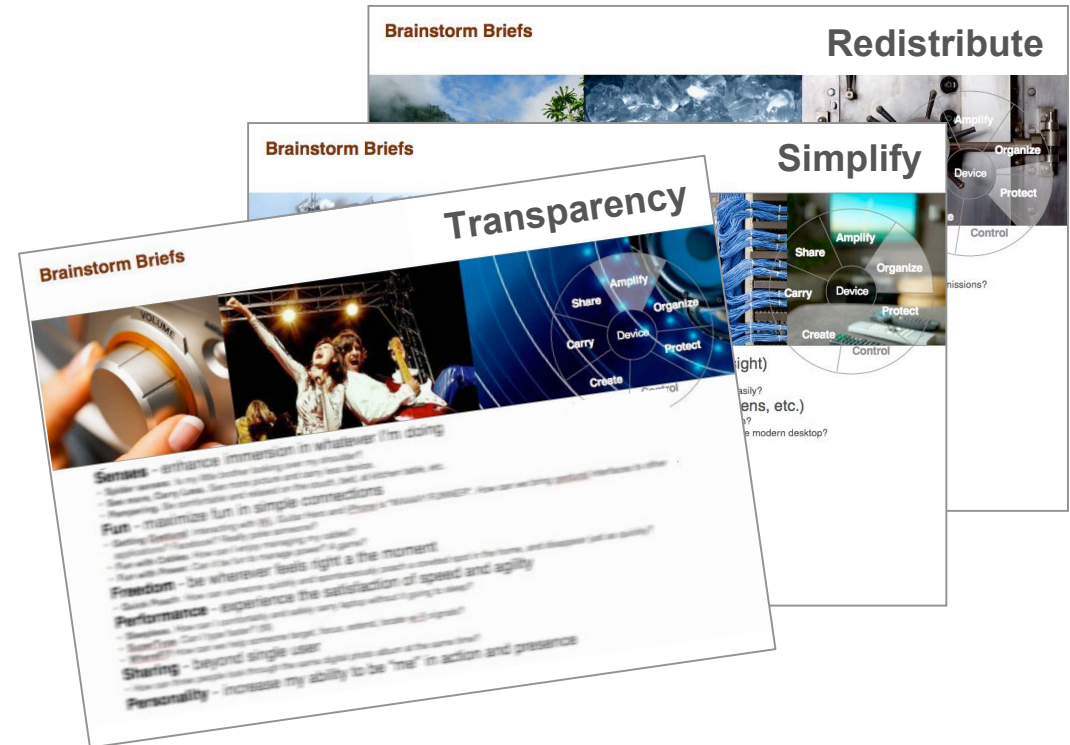
People in their living spaces in US and Canada were studied and analyzed. Patterns were identified that led to the definition of 4 key attitudinal archetypes.



Detailed content has been altered to protect confidentiality

### Contribution: Environmental Insights

Examining patterns in home use led to identification of current challenges, as well as a generative model that focuses on goal-based behavior in different rooms.



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## Outcome: Relevant innovation opportunities.

Analysis led to identification of 7 activity-based opportunity spaces that were used to drive concept exploration.





## Case Study: Learn a New Market



### Outcome: Collaborating Closely

To insure a seamless and immersive experience, the client participated in all of the home visits, framing workshops, and the expanded team applied insights in a multi-day innovation workshop.