



# Innovation Services

Worldwide New Product Ideation Via the Internet



# Decision Analyst Innovation Services

“The only constant is change,” and change is occurring at an increasing pace, which means product life expectancy is decreasing. That’s why new product ideas are more critical now than ever before. Decision Analyst Innovation Services can generate ideas that will lead to those successful new product concepts you need to stay ahead.

## What Do We Do?

- New Product and Service Ideas
- New Brand Names
- New Positioning Concepts
- New Packaging Ideas
- New Advertising Slogans or Themelines
- New Display and Point-of-Sale Ideas

## How Do We Do It?

IdeasUnlimited™, our Internet panel of more than 2,000 consumers who are exceptionally creative, forms the foundation for our Innovation Services. More than 50,000 consumers were screened and tested to recruit this panel. These creative individuals receive ongoing creativity training to enhance their natural skills and abilities. IdeasUnlimited™ is the largest, and best, creativity panel in the world.

## How Do We Test For Creativity?

We have developed proprietary testing systems to measure divergence, flexibility, originality, and scope of creative thinking. Consumers who score

exceptionally high on these measures are invited to join IdeasUnlimited™. After each project, we assess the creative contributions of participating panelists and retain the top performers, so the panel continues to grow in creative power over time.

## Why Use Consumers?

Creativity anchored in real-life experiences and real consumer needs is most likely to produce relevant new product ideas. But our goal is more than relevance; it is to provide successful new product ideas that give our clients competitive advantage in the marketplace.



**Decision Analyst, Inc.**

*The global leader in Internet research systems*

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# What is Ideation?

Ideation is a group process designed to deliberately generate a large number of ideas or core concepts for specific objectives.

## Our Innovation Process

A typical ideation project involves seven phases:

1. **Alignment.** Client involvement and participation are keys to success. We work closely with you to identify specific objectives and starting points for your project.
2. **Creative Ideation.** We call it “creative” because of our panel of innovative consumers. Our goal is to generate hundreds of relevant new ideas.
3. **Expansion and Development.** We analyze, translate, and build on creative ideation outputs to develop a large number of first-stage concepts.
4. **First-Stage Concept Review.** We work with you to identify a smaller number of “best prospect” concepts for further development.
5. **Qualitative Refinement.** Final concepts are reviewed by a small sample from Decision Analyst’s consumer panel to identify how each concept can be improved.
6. **Final Concept Editing and Artwork.** We polish and hone each concept until it is a true and accurate rendition of the product idea.
7. **Test-Ready Concept Review.** Final concepts are presented for your review before the start of consumer research to assess market potential.



## Online And Offline

Creative ideation sessions can be conducted both online and offline. Online projects typically take one to two weeks for completion of the initial ideation phase and involve 25 to 200 creative panelists. Offline, in-person sessions are six to seven hours in length, and involve eight to ten creative panelists. Often, the two methods are used in parallel to generate a maximum number of relevant new product ideas.

## Client Groups

In-person ideation sessions with client groups (sales staff, R&D staff, marketing staff, etc.) and/or customer groups are often a component of ideation projects. These day-long sessions generally involve eight to ten participants.

## Fundamental Assumptions

Our Innovation Services rest on several basic assumptions:



- Many types of creativity exist, such as musical, artistic, and literary creativity.
- Successful new products are associated with “idea-centric” creativity.
- Idea-centric creativity can be measured, and we have developed proprietary tools and systems to test for idea-centric creativity.
- Some people, our tests have shown, have much more of this idea-centric creativity than others.
- Training can make these creative people even more creative.
- Relevant, real-life experiences help anchor and focus creativity to maximize the number of actionable new product ideas that can be generated.
- The greater the number of relevant ideas created, the more likely it is that successful new products will emerge.

## Why Decision Analyst?

We have been involved in new product development and research for several decades. Our staff has helped develop electronic calculators, electronic educational toys, the PC, electronic games, cellular telephones, and numerous new food, beverage, and household products. Innovation Services is the culmination of our new products learning. We have evolved traditional qualitative research into nontraditional, breakthrough ideation services, based on a worldwide Internet platform. We are a global leader in Internet research systems and ideation services.

