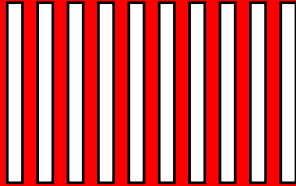


Case Study



**New Product Development
Research**

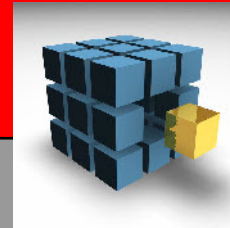


*two case studies in the
software and business
services sectors*



Case Study New Product Development Research

Two case studies in the software and business services sectors



Product innovation is not an easy undertaking, and despite organisations taking a more rigorous approach to evaluating market perceptions before launching new products, too many initiatives still fail. Successful product development research rests on understanding market needs and tailoring new products or services to address specific challenges customers have.

Case Study 1: Understanding Customer Challenges to Support Long term product development

Objectives

Redshift Research was commissioned by a leading provider of software and solutions for address management, data entry and verification.

The company had recently completed a number of product enhancements as a result of user group and ongoing feedback with customers. Redshift had also conducted a specific piece of research to test the interest, potential take up and price sensitivity towards a new product delivered over the internet.

But the company also wanted to use research to underpin longer term development paths, concentrating more on applications to address unmet customer needs.



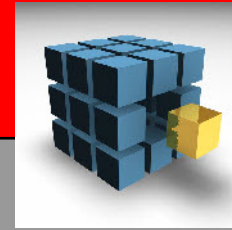
Research Programme

Redshift adopted a qualitative research programme, consisting of 30 interviews in 6 key verticals. The interviews were undertaken as semi qualitative interviews conducted by telephone, and focused on larger users.

The research was designed to explore business challenges and unmet needs among current customers. This approach is sometimes referred to as "Outcome-based innovation". The intention is to uncover both general issues and challenges customers have using current solutions, to identify both specific product enhancements and new solutions.



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Outcomes

By focusing on current business challenges, the research identified a list of ideas generated by customers on issues that affect them, as opposed to ideas developed in isolation by software and product developers. Some of the ideas were not practicable or commercially viable, others suggested limited immediate product enhancements, and there were several ideas, although challenging provided insight into medium and long term product development.



The specific product developments would subsequently need to be tested among a wider audience to validate potential take up and price sensitivity.

As a qualitative research exercise, the main outputs were summarised ideas and Concepts, represented as diagrams and tables, supported by verbatim quotes of actual respondents.

Case Study 2: Optimum Pricing Strategy

Objectives

Redshift Research undertook a study to establish an optimum pricing strategy for an existing document management solution aimed at UK accountancy practices. The client provides information, software tools and solutions to people working in the health, accounts and legal professions.

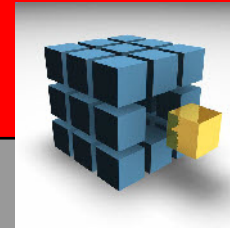
Rather than to provide market intelligence on designing a new product, this research was planned to help align the pricing position of an existing product. Secondary objectives included feedback on the product and the likelihood of using it in the future.

Research Programme

A total of 100 telephone interviews with accountancy practices with 10 – 99 staff. The sample was skewed to practices with 10-49 employees, representing the primary focus on smaller practices.

The research measured awareness of document management technology, attractiveness of the benefits of the product, likelihood of uptake and pricing perceptions.

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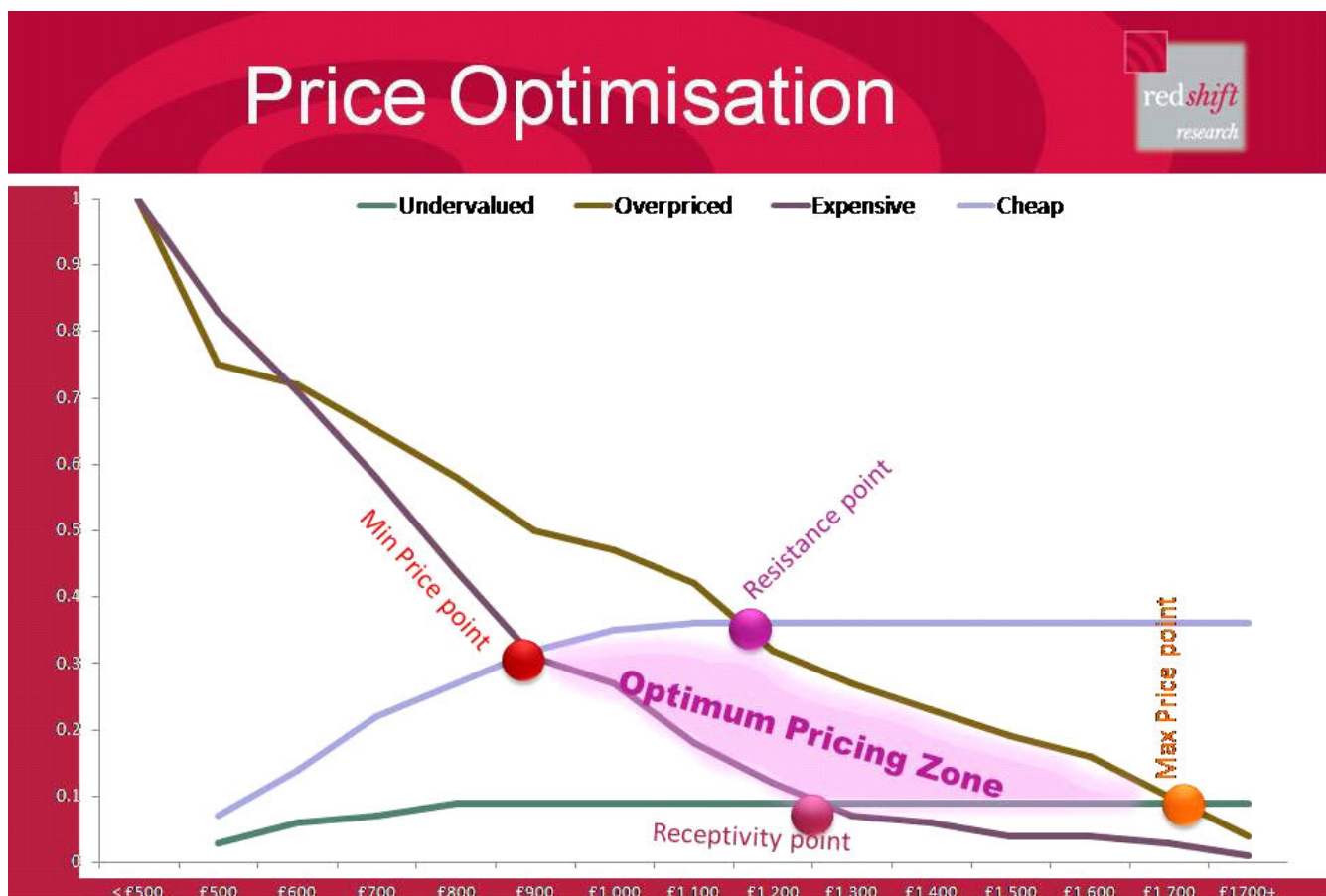


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Optimum Pricing Analysis

A key objective of the research was to establish the optimum pricing point of the product – e.g. the pricing levels which would result in higher take up and higher revenues. A questioning technique was used to establish the price points on a predetermined scale the product was regarded as expensive, inexpensive, too cheap and too expensive.

Example output of optimum pricing analysis



More Information

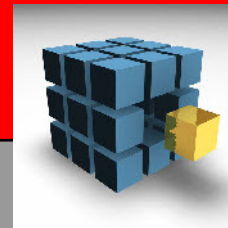


<http://www.redshiftresearch.co.uk/pricing-research-techniques>



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More information...

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