



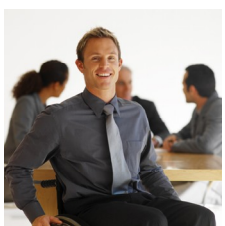
**Redshift NPD Process**



Uncover internal knowledge and assumptions before consulting customers

**Insight Generation**

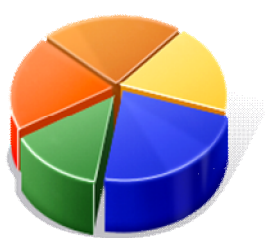
Internal workshops and surveys with product and marketing managers and technical staff



Understand how customers use products, their needs and likely success factors

**Identify Customer Needs & Business Outcomes**

Face to face and tele-depth interviews and/or customer observation



Measure requirements & opportunity level to create user interest and satisfaction

**Quantify Product Development Opportunity**

Online, face to face, tele-depths and telephone. Analyse with market opportunity index



Profile needs by customer group to target audience specific products

**Segment Needs by Customer Group**

Traditional vertical segments, product groups and needs-based segmentation using latent class cluster analysis



Develop sales messages, overcome barriers, refine best product configuration, optimise take up and revenue

**Concept Configuration & Testing**

Face to face, tele-depths and focus groups. Conjoint, max-diff scaling and price-demand optimisation