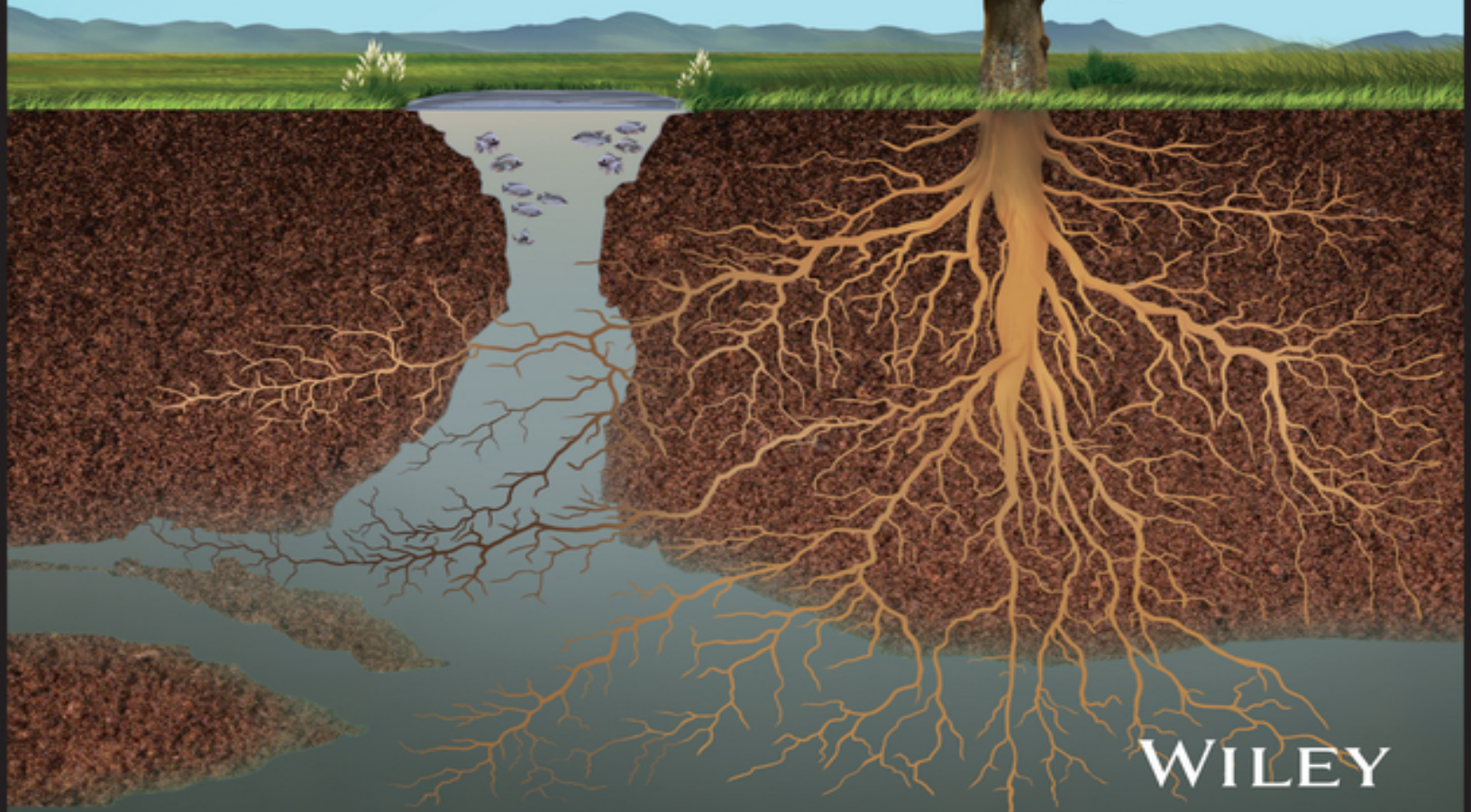


PRODUCT INNOVATION TOOLBOX

A FIELD GUIDE TO CONSUMER
UNDERSTANDING AND
RESEARCH

SECOND EDITION

EDITED BY
KANNAPON LOPETCHARAT
DULCE PAREDES
JACQUELINE H. BECKLEY



WILEY

Table of Contents

[Cover](#)

[Title Page](#)

[Copyright Page](#)

[List of Contributors](#)

[Acknowledgements](#)

[Introduction: The View from Pixel to Picture](#)

[Part I](#)

[Part II](#)

[Part III](#)

[Part I: Prepare for Your Journey](#)

[Chapter 1: Setting the Direction: First, Know Where You Are](#)

[1.1 Roles in the corporation – the dance of the knowledge worker](#)

[1.2 Insights leader – learning on the job vs. learning in school](#)

[1.3 Being the authentic you](#)

[1.4 What should you read?](#)

[1.5 What else do you need to do to prepare to be an insight leader?](#)

[1.6 Dealing with management and your clients/customers](#)

[1.7 Guidelines to success](#)

[1.8 Reporting results](#)

[1.9 Do not “winstonize”](#)

[1.10 Making it public – helpful hints to grow from student to professional](#)

[1.11 The two types of professionals in the world of evaluating products \(and studying consumers/people\)](#)

[1.12 Knowing your limits and inviting others in](#)

[1.13 The bottom line – what's it all about?](#)

[Discussion questions](#)

[References](#)

[Chapter 2: The Consumer Explorer: Key to Delivering the Innovation Strategy](#)

[2.1 The rise of the Consumer Explorer](#)

[2.2 The roles of the Consumer Explorer](#)

[2.3 Taking the lead](#)

[2.4 Practical advice from seasoned explorers](#)

[Discussion questions](#)

[References](#)

[Chapter 3: Invention and Innovation](#)

[3.1 Dual aptitudes needed for innovation](#)

[3.2 Benefits](#)

[3.3 The invention-innovation paradigm in science](#)

[3.4 The time scale of innovations](#)

[3.5 Final remarks](#)

[Discussion questions](#)

[References](#)

[Note](#)

[Chapter 4: Designing the Research Model](#)

[4.1 Factors influencing product innovation](#)

[4.2 Setting up a successful product innovation program](#)

[4.3 Current approach to NPD](#)

[4.4 Experimentation in practice](#)

[4.5 Iterative Experimentation Qualitative-Quantitative Research model](#)

[Discussion questions](#)

[References](#)

[Chapter 5: What You Must Look For – Signs of High Potential Insights](#)

[5.1 What is insight?](#)

[5.2 Good insights have the following characteristics:](#)

[5.3 What is an “ownable” insight?](#)

[5.4 How to develop high potential insights](#)

[5.5 Making insights ownable](#)

[5.6 Summary](#)

[Discussion questions](#)

[References](#)

[Part II: Gear Up for Your Journey](#)

[Chapter 6: Tools for Upfront Research on Consumer Triggers and Barriers: Qualitative Tools](#)

[6.1 Understanding Consumer Language](#)

[6.1.1 Consumers do not understand technical product language, so what should we say about our new products?](#)

[6.1.2 How to select a method?](#)

[6.1.3 Free Elicitation and Zaltman metaphor elicitation technique \(ZMET\)](#)

[6.1.4 Laddering interview](#)

[6.1.5 Kelly's Repertory Grid and Flash Profiling](#)

[6.1.6 Summary and future](#)

[Discussion questions](#)

[References](#)

[Note](#)

[6.2 Qualitative Multivariate Analysis](#)

[6.2.1 Consumers do not know what they want, really. Really?](#)

[6.2.2 Introduction](#)

[6.2.3 Qualitative multivariate analysis in practice](#)

[6.2.4 Qualitative Multivariate Analysis in practice: deeper understanding of cottage cheese consumption](#)

[6.2.5 Consumer perceived values](#)

[6.2.6 Summary and future of Qualitative Multivariate Analysis](#)

[Discussion questions](#)

[References](#)

[6.3 The Gameboard “Model Building”](#)

[6.3.1 The problem – how to talk to consumers about new products that do not exist?](#)

[6.3.2 A new method: Gameboard strategy “Model Building”](#)

[6.3.3 Construction: creative process model](#)

[6.3.4 Interview guide for model construction methodology](#)

[6.3.5 Ensuring reliability of the outcomes](#)

[6.3.6 Analysis of the outcomes from Gameboard “Model Building”](#)

[6.3.7 Analysis overview](#)

[6.3.8 Consumer-centered products and Gameboard “Model Building”](#)

[6.3.9 Limitations](#)

[6.3.10 Quantitative Gameboard](#)

[6.3.11 Theoretical background of model construction methodology](#)

[6.3.12 Summary and future](#)

[Discussion questions](#)

[References](#)

[Chapter 7: Tools for Upfront Research on Consumer Triggers and Barriers: Qualitative-Quantitative Tools](#)

[7.1 Creative Blogging](#)

[7.1.1 Introduction](#)

[7.1.2 The rise of blogging platforms enables new mode of data collection](#)

[7.1.3 Creative Blogging](#)

[7.1.4 Creative Blogging in practice: a case example in Thailand](#)

[7.1.5 Choosing the platform: Close- or Open-platform](#)

[7.1.6 Read between the lines: dialogue with consumers](#)

[7.1.7 Future of Creative Blogging](#)

[Discussion questions](#)

[7.2 CATA as a Decision-Making Tool](#)

[7.2.1 Introduction](#)

[7.2.2 Check All That Apply \(CATA\) task in practice](#)

[7.2.3 Selecting benefit propositions for a new product: a case study of a cleansing product using CATA](#)

[7.2.4 Summary and future of CATA in product research](#)

[Discussion questions](#)

[References](#)

[Notes](#)

[Chapter 8: Tools for Up-Front Research on Understanding Consumer Values](#)

[8.1 KANO Consumer Product Satisfaction Model](#)

[8.1.1 What consumer satisfaction can do to your business](#)

[8.1.2 Philosophy behind KANO's consumer satisfaction model](#)

[8.1.3 KANO survey step by step](#)

[8.1.4 Case Study: Lipstick KANO survey](#)

[8.1.5 Comparison with degree of importance surveys](#)

[8.1.6 Future of KANO satisfaction survey](#)

[Discussion Questions](#)

[References](#)

[8.2 Systematics of Communication: Conjoint Measurement, Emotions, Cognitive Economics, and Consumer Mind-sets](#)

[8.2.1 The issue](#)

[8.2.2 Consumer research: experimentation vs. testing](#)

[8.2.3 Conjoint analysis \(aka conjoint measurement\)](#)

[8.2.4 Doing the basic conjoint analysis experiment](#)

[8.2.5 The raw material of CA](#)

[8.2.6 Experimental design](#)

[8.2.7 Building models](#)

[8.2.8 Presenting the result - numbers, text, data, talk, move to steps](#)

[8.2.9 Using the results - what do the numbers tell us?](#)

[8.2.10 Beyond individual groups to segments - finding mind-sets using conjoint analysis](#)

[8.2.11 Scenario analysis - discovering synergisms and suppressions \(interactions\) among elements in a conjoint analysis study](#)

[8.2.12 Dealing with prices](#)

[8.2.13 Linking elements to emotions](#)

[8.2.14 Measuring response time](#)

[8.2.15 Discovering the “new” through conjoint analysis - creating an innovation machine](#)

[8.2.16 Mind Genomics™: a new “science of the mind” based upon conjoint analysis](#)

[8.2.17 The personal viewpoint identifier \(PVI\)](#)

[8.2.18 Four considerations dictating the future use of conjoint analysis](#)

[8.2.19 Conclusion](#)

[Discussion Questions](#)

[References](#)

[Chapter 9: New Tools Beyond Conventional Qualitative and Quantitative Meanings](#)

[9.1 Emotions, Moods, and Emotives](#)

[9.1.1 Introduction](#)

[9.1.2 Understanding differences between affect, attitude, mood, emotion and emotive](#)

[9.1.3 Review of emotion theories](#)

[9.1.4 Popular methodologies for the measurement of emotions](#)

[9.1.5 Impact of social media on emotion research](#)

[9.1.6 Conclusion and recommendations](#)

[Discussion Questions](#)

[References](#)

[9.2 Applied Consumer Neuroscience and Behavioral Approaches for Innovation, Product Development, and Communications](#)

[9.2.1 A behavioral approach: behavioral and consumer neuroscience science](#)

[9.2.2 Applying novel methods to innovation: choosing the right tool](#)

[9.2.3 Case studies using behavioral science and applied consumer neuroscience](#)

[9.2.4 Conclusions: conceptual framework for behavior-led Innovation](#)

[9.2.5 Future of neuroscience](#)

[Discussion Questions](#)

[References](#)

[9.3 Review of Applications of VR Tools, New Opportunities, and Limitations](#)

[9.3.1 Importance of context in consumer product research](#)

[9.3.2 Means of creating context](#)

[9.3.3 How to create a study using VR/AR tools](#)

[9.3.4 Looking ahead: what are the current technology limitations and what might be coming up next](#)

[9.3.5 Summary](#)

[Discussion Questions](#)

[References](#)

[Post Scriptum](#)

[Chapter 10: Tools to Refine and Screen Product Ideas in New Product Development](#)

[10.1 Contemporary Product Research Tools](#)

[10.1.1 Introduction](#)

[10.1.2 What is a concept?](#)

[10.1.3 Elements of a concept](#)

[10.1.4 What is a concept test?](#)

[10.1.5 Common measures](#)

[10.1.6 Sampling: who do you test with?](#)

[10.1.7 Biometrics applications](#)

[10.1.8 New developments in concept testing](#)

[10.1.9 Conclusion: from winning idea to successful product](#)

[Discussion questions](#)

[References](#)

[10.2 Insight Teams](#)

[10.2.1 Insight Teams for discovery](#)

[10.2.2 Definition of an Insight Team](#)

[10.2.3 When to apply the skills of an Insight Team](#)

[10.2.4 Implementing Insight Teams for development](#)

[10.2.5 How to use the Insight Team](#)

[10.2.6 Case study of using the Insight Team](#)

[10.2.7 The future of Insight Teams](#)

[Discussion questions](#)

[References](#)

[10.3 Rapid Approaches in Defining the Product Space and Product Optimization](#)

[10.3.1 Doing more with less](#)

[10.3.2 Listening to understand](#)

[10.3.3 Defining rapid product navigation \(RPN\) and rapid product optimization \(RPO\)](#)

[10.3.4 Recommended tools and “how to” implement RPO](#)

[10.3.5 Three Case Studies that illustrate the uses of RPN/RPO](#)

[10.3.6 Theoretical background of the tools](#)

[10.3.7 Summary and future of the tools](#)

[Discussion questions](#)

[References](#)

[Note](#)

[10.4 Free-Choice in Context Preference Ranking](#)

[10.4.1 Want to offer more...but how many is too many?](#)

[10.4.2 Current approaches on product line extension](#)

[10.4.3 Free-choice in context preference ranking](#)

[10.4.4 Practical considerations](#)

[10.4.5 Theoretical backgrounds of free-choice in context preference ranking](#)

[10.4.6 Summary and future](#)

[Discussion questions](#)

[10.4.A Appendix Appendix](#)

[References](#)

[10.5 Extended Use Product Research for Predicting Market Success](#)

[10.5.1 Challenges in validating and predicting the success of new product launch](#)

[10.5.2 Limitations of traditional approaches](#)

[10.5.3 An alternative: extended use product research](#)

[10.5.4 Steps in conducting extended use product research \(EUPR\)](#)

[10.5.5 Understanding consumer segments](#)

[10.5.6 Assessment of sensory performance](#)

[10.5.7 Understanding how consumers make choice decisions](#)

[10.5.8 Using behavioral measures to help assess product viability](#)

[10.5.9 Among users, there were also segments of situational users and regular users](#)

[10.5.10 Additional insights on consumer choice selection – learning from extended use product research](#)

[10.5.11 Philosophy behind extended use product research](#)

[10.5.12 Summary and future](#)

[Discussion questions](#)

[References](#)

[Part III: Word of the Wise: Wisdom From Experienced Explorers](#)

[Chapter 11: Putting It All Together](#)

11.1 For successful innovation, the consumer story must be front and center

11.2 What does the path to successful innovation look like?

Harnessing the power of the past and using tools to set up for success

11.3 Learning from the past before jumping to collect new information

11.4 Creating the critical internal contract of the research plan

11.5 Gathering the data to help influence the direction of innovation and conversation

Synthesize and simplify: designing and utilizing analytical structures and constructs

11.6 Connecting the dots of multiple pieces of data and research

11.7 Creative listening frameworks to help navigate the consumer conversation

11.8 Operationalizing your learnings with visual product models

11.9 Crafting the influential strategic conversation to make sense of it all for action

Evolving from a research runner to an insights influencer

11.10 Moving from a transactional relationship to an integral strategic partner

11.11 What does the future hold for the world of insights?

Discussion questions

References

Chapter 12: Above Averages

[12.1 Experimentation vs. testing](#)

[12.2 Statistical experimental design](#)

[12.3 Brief history of experimental design](#)

[12.4 The age of big data and data science](#)

[12.5 Managing experimentation](#)

[12.6 Summary and future](#)

[Discussion questions](#)

[References](#)

[Chapter 13: How to Work with Industry Experts and Influencers for Innovation](#)

[13.1 Introduction](#)

[13.2 Meet the influencers](#)

[13.3 Could we go a step further, leverage social media influencers for innovation?](#)

[13.4 Practical tips](#)

[13.5 Conclusion](#)

[References](#)

[Note](#)

[Chapter 14: Words of the Wise - Virtual Staff](#)

[14.1 Why a virtual staff?](#)

[14.2 What is virtual staff and what is required to be one?](#)

[14.3 How do you go about building and utilizing a virtual staff?](#)

[14.4 How would you rate the performance of a virtual staff?](#)

[14.5 How does virtual staff work based on success case studies?](#)

[14.6 Conclusion¹](#)

[Discussion questions](#)

[References](#)

[Note](#)

[Chapter 15: Found in Translation](#)

[15.1 Setting the scene: plan ahead](#)

[15.2 Infrastructure, logistics and company: everything you take for granted, DON'T!](#)

[15.3 Multicultural background in just one site](#)

[15.4 Conclusions: found in translation](#)

[Discussion questions](#)

[References](#)

[Chapter 16: Sturdy Bridges to Future Trends](#)

[16.1 Introduction](#)

[16.2 Redefining data](#)

[16.3 Legacy tools](#)

[16.4 Emerging topic: democratization of data](#)

[16.5 Comparison to 2010-2019 consumer and sensory dive analysis](#)

[16.6 Conclusion](#)

[Discussion questions](#)

[References](#)

[Note](#)

[Chapter 17: Future Trends and Direction](#)

[17.1 Pandemic influenced acceleration of technology](#)

[17.2 The hybrid model of consumer understanding evolves](#)

[17.3 The rise of the individual, the human. Moving from consumption as an end goal to understanding the whole person](#)

[17.4 Nature influenced adoption](#)

[17.5 Social forces for change](#)

[17.6 Conclusion](#)

[References](#)

[Index](#)

[End User License Agreement](#)

List of Tables

Chapter 6.1

[Table 6.1.1 Source of information, stimulus use and task format, influence ...](#)

[Table 6.1.2 Expected outcomes and applicability of the outcomes from the te...](#)

[Table 6.1.3 Guideline to select Laddering interview method.](#)

[Table 6.1.4 Problems and solutions for “Time-consuming and expensive” issue...](#)

[Table 6.1.5 Problems and solutions for “Consumer made-up their answers” in ...](#)

[Table 6.1.6 Problems and solutions for “Biases from researchers” in applyin...](#)

[Table 6.1.7 Problems and solutions for “Oversimplifying the analyses and ou...](#)

[Table 6.1.8 Advantages and limitations of Kelly's Repertory Grid and Flash ...](#)

Chapter 6.2

[Table 6.2.1 Biases in conventional qualitative methods and how QMA avoids a...](#)

[Table 6.2.2 How to find KANO attributes from QMA and how to apply the leani...](#)

Chapter 8.2

[Table 8.2.1 Example of silos and elements appropriate for conjoint measurem...](#)

[Table 8.2.2 Example of data used as input from one respondent for modeling....](#)

[Table 8.2.3 Sample output from the study on nutritional labeling, showing t...](#)

[Table 8.2.4 Results from the adult cheesecake study, showing the performanc...](#)

[Table 8.2.5 Distribution of mind-sets for three products \(cheesecake; hambu...](#)

[Table 8.2.6 Scenario analysis for discovering synergisms \(highlighted cells...](#)

[Table 8.2.7 Results from using price \(in USD\) and five emotions as ratings ...](#)

[Table 8.2.8 Estimated reaction time \(RT\) for each element calculated from a...](#)

[Table 8.2.9 An example Excel table report on different Mind-set \(MS\) soluti...](#)

[Table 8.2.10 An example of a PVI project on Plant-based meat.](#)

[Table 8.2.11 An example of PVI template with Mind-sets for plant-based meat...](#)

Chapter 9.1

[Table 9.1.1 Comparison between eight types of emotion measurement methodolo...](#)

Chapter 9.2

[Table 9.2.1 Examples of heuristic interventions and how they are applicable...](#)

[Table 9.2.2 An overview of tools utilized to measure emotions discussed in ...](#)

[Table 9.2.3 Common behavioral coding strategies defined with an example.](#)

Chapter 9.3

[Table 9.3.1 Context creation strategies.](#)

[Table 9.3.2 Examples of hardware and software for creating a virtual enviro...](#)

Chapter 10.2

[Table 10.2.1 An example of the job description for the Insight Team that is...](#)

Chapter 10.3

[Table 10.3.1 Hypothesis example for pasta product design.](#)

[Table 10.3.2 Workshop 1 flavor samples over three rounds.](#)

[Table 10.3.3 Workshop 2 texture samples over three rounds.](#)

[Table 10.3.4 Mean aroma liking ratings by cluster \(scale: 1 = dislike extre...](#)

Chapter 10.4

[Table 10.4.1 Example of data set obtained from this new approach.](#)

[Table 10.4.2 Identify order of product preference for each consumer.](#)

[Table 10.4.3 Identify number rank first on four products \(A, B vs. E, F\).](#)

[Table 10.4.4 First choice preference data for a 5, 6, 7, or 8 product lineu...](#)

Chapter 10.5

[Table 10.5.1 Different responses from different segments - they were identi...](#)

[Table 10.5.2 Comparison of product benefits consumers gain from using vario...](#)

Chapter 12

[Table 12.1 A design created for the cream level range of 1.75-6.73% and a s...](#)

[Table 12.2 A potential experimental design for these three factors, the ful...](#)

[Table 12.3 Converting data from Table 12.1 to graph data sets based on thre...](#)

Chapter 14

[Table 14.1 Assessment factors for virtual staff.](#)

List of Illustrations

Chapter 2

[Figure 2.1 The Consumer Explorer, just like the experienced juggler, knows w...](#)

Chapter 4

[Figure 4.1 Seven general steps in NPD with five built-in check points.](#)

[Figure 4.2 Eight cyclical steps for creating a learning experimentation.](#)

[Figure 4.3 Iterative Experimentation Qualitative-Quantitative Research \(IEQQ...](#)

[Figure 4.4 Comparing Iterative Experimentation Qualitative-Quantitative Rese...](#)

[Figure 4.5 Suggested consumer research tools along IEQOR-process. The number...](#)

Chapter 5

[Figure 5.1 Insight is the result of understanding why consumers behave in ce...](#)

[Figure 5.2 Comparison of toilet cleansing routine before and after the inven...](#)

Chapter 6.1

[Figure 6.1.1 Seven steps to conducting a successful Free Elicitation.](#)

[Figure 6.1.2 This is an example of applying a network analysis on free-word ...](#)

[Figure 6.1.3 Steps to conduct a Soft laddering interview. Letter "S" in fron...](#)

[Figure 6.1.4 Steps to conduct a Hard laddering interview. Letter "H" in fron...](#)

[Figure 6.1.5 Steps to analyze the results from a Laddering interview. The Le...](#)

[Figure 6.1.6 A typical coding sheet with results after a content analysis. T...](#)

[Figure 6.1.7 A SIM matrix from a consumer for a product based on the data in...](#)

[Figure 6.1.8 An example of HVMs from a Laddering interview based on the data...](#)

[Figure 6.1.9 Eleven general steps to conduct Kelly's Repertory Grid elicitat...](#)

[Figure 6.1.10 Eleven steps to conducting a successful Flash Profiling.](#)

[Figure 6.1.11 Loading plot \(a\) and Correlation plot \(b\) from a GPA analysis....](#)

Chapter 6.2

[Figure 6.2.1 Empathy, asking right questions and choosing appropriate resear...](#)

[Figure 6.2.2 Eight steps in conducting a successful QMA study.](#)

[Figure 6.2.3 Three critical criteria to select samples for a successful QMA....](#)

[Figure 6.2.4 Steps in determining the length of HUT phase in QMA.](#)

[Figure 6.2.5 Important steps to conduct a successful HUT for a QMA study.](#)

[Figure 6.2.6 An example of a typical QMA HUT diary use instruction.](#)

[Figure 6.2.7 Three steps to start capturing consumer language in QMA.](#)

[Figure 6.2.8 Four questions that a QMA moderator and listening partner need ...](#)

[Figure 6.2.9 Four steps to conduct a Love it! Hate it! voting.](#)

[Figure 6.2.10 Seven steps to conduct mapping/napping exercise.](#)

[Figure 6.2.11 Cottage cheese value diagram.](#)

[Figure 6.2.12 Without major segmentation, QMA provided almost the same resul...](#)

[Figure 6.2.13 Preference map and locations of cottage cheese samples generat...](#)

[Figure 6.2.14 Five characteristics of a value.](#)

[Figure 6.2.15 The nine values based on the LOV of typology theory \(Feather, ...](#)

Chapter 6.3

[Figure 6.3.1 An example of a “narrative technique” in Gameboard “Model Build...](#)

[Figure 6.3.2 Examples of “game pieces” used in the graphic technique. In thi...](#)

[Figure 6.3.3 Six simple steps to conduct the Gameboard “Model Building” meth...](#)

[Figure 6.3.4 An example of a completed Gameboard model by a consumers using ...](#)

[Figure 6.3.5 An example of a completed Gameboard model by a consumer using t...](#)

Chapter 7.1

[Figure 7.1.1 The origin of the word “Blog.”](#)

[Figure 7.1.2 Six types of blogging techniques.](#)

[Figure 7.1.3 Comparisons of content flows between Online FGI \(a\), Creative B...](#)

[Figure 7.1.4 Comparison of some technical specifications between Creative Bl...](#)

[Figure 7.1.5 Seven steps for successful execution of Creative Blogging.](#)

[Figure 7.1.6 Seven steps in applying “Experimentation” for a successful rese...](#)

[Figure 7.1.7 Seven step probing for a product-focus study in Product-driven ...](#)

[Figure 7.1.8 The refreshing network of a beverage from Thai consumers. Size ...](#)

[Figure 7.1.9 Comparison between close- and open-chat room platforms on opera...](#)

Chapter 7.2

[Figure 7.2.1 An illustration comparing a network \(a\) and a multi-dimensional...](#)

[Figure 7.2.2 Seven steps for a best practice in implementing CATA task in an...](#)

[Figure 7.2.3 An example of a list of benefits from a country in the Asian ma...](#)

[Figure 7.2.4 An example of an attribute matrix from the CATA study. Each row...](#)

[Figure 7.2.5 Reach \(%\) of individual benefit.](#)

[Figure 7.2.6 An example of benefit pairs and triads with Reach \(%\) identifie...](#)

[Figure 7.2.7 An example of co-occurrence matrix from the CATA study's attrib...](#)

[Figure 7.2.8 Benefit network for skincare and cleansing products for an Asia...](#)

Chapter 8.1

[Figure 8.1.1 Original KANO philosophy to classify consumer's satisfaction in...](#)

[Figure 8.1.2 Six steps to conduct a successful KANO satisfaction survey.](#)

[Figure 8.1.3 Function and Dysfunctional forms of each consumer requirement \(...\)](#)

[Figure 8.1.4 Examples of new variations of KANO scale in English.](#)

[Figure 8.1.5 KANO classification of a requirement based on a consumer's resp...](#)

[Figure 8.1.6 An example of the KANO data sheet. Consumer's requirement \(row\)...](#)

[Figure 8.1.7 Formula to create an \(X,Y\) coordinate for a requirement.](#)

[Figure 8.1.8 A typical result from a KANO satisfaction survey after transfor...](#)

[Figure 8.1.9 The movements of KANO classes of benefits or product features f...](#)

[Figure 8.1.10 A suggested table format to present the conclusion from a KANO...](#)

[Figure 8.1.11 KANO classification of lipstick requirements.](#)

[Figure 8.1.12 Comparison of advantages provided by KANO satisfaction survey...](#)

[Figure 8.1.13 An example when Degree of Importance Survey fails to identify...](#)

Chapter 8.2

[Figure 8.2.1 Example of a concept \(package design\) with an emotion question....](#)

[Figure 8.2.2 An example of an introduction page for using price and emotion ...](#)

[Figure 8.2.3 Structure of an It! Concept.](#)

[Figure 8.2.4 Example of a typing tool for mind-set segmentation.](#)

[Figure 8.2.5 Example of output \(what to say to the segment, what to avoid\)....](#)

[Figure 8.2.6 Sequence \(from A to E\) for Mind Genomics.](#)

[Figure 8.2.7 An example of output from BimiLeap[®] in Power Point format....](#)

[Figure 8.2.8 Example feedbacks that a respondent will get from the PVI progr...](#)

Chapter 9.1

[Figure 9.1.1 Circumplex Model of emotion with two main axes: valence \(y-axis...](#)

[Figure 9.1.2 Three common steps for applying Basic Emotion Theory in emotion...](#)

[Figure 9.1.3 An illustration of a special arrangement for Geneva Emotions Wh...](#)

[Figure 9.1.4 Appraisal model of emotion.](#)

[Figure 9.1.5 Six appraisal dimensions and their impacts on emotions.](#)

Chapter 9.2

[Figure 9.2.1 Habits play a major role in personal lives and create a loop of...](#)

[Figure 9.2.2 Above is an emotional mood map based on PAD. For example, when ...](#)

[Figure 9.2.3 The implicit scores for Original, Prototype A, and Prototype B ...](#)

[Figure 9.2.4 The values of the implicit test for Original, Prototype A, and ...](#)

[Figure 9.2.5 The statistical results comparing the Original sample to Protot...](#)

[Figure 9.2.6 The mean self-reported survey results summary for Original, Pro...](#)

[Figure 9.2.7 The MaxDiff results \(left\) show the top-ranked priorities consu...](#)

[Figure 9.2.8 The MaxDiff results \(left\) show the top-ranked priorities consu...](#)

[Figure 9.2.9 The cues, routines, and rewards of the product experience are d...](#)

[Figure 9.2.10 Shoppers could naturally shop as they would for high-end bever...](#)

[Figure 9.2.11 This is an example of the interview results recorded after sho...](#)

[Figure 9.2.12 Shoppers were specifically tasked to find Bottle X. This heat ...](#)

[Figure 9.2.13 The heart rate response measures the changes in heart rate fro...](#)

[Figure 9.2.14 Galvanic skin response \(GSR\) measures skin conductance from a ...](#)

[Figure 9.2.15 Heart rate variability \(HRV\) measures cognitive performance of...](#)

[Figure 9.2.16 The consumer technical model \(CTM\) is a market research strate...](#)

Chapter 9.3

[Figure 9.3.1 A screen shot from the Cornell University Chimes Concert taken ...](#)

[Figure 9.3.2 A screen shot of a university auditorium.](#)

Chapter 10.1

[Figure 10.1.1 Typical concept elements.](#)

[Figure 10.1.2 Example of a concept.](#)

Chapter 10.2

[Figure 10.2.1 Utilization of Insight Teams in the development process.](#)

[Figure 10.2.2 An Insight Team member should possess the above 15 desired ski...](#)

[Figure 10.2.3 An Insight Team member should possess the above 11 desired att...](#)

[Figure 10.2.4 Insight Team roles and responsibilities.](#)

[Figure 10.2.5 Phases of the Insight Team process.](#)

[Figure 10.2.6 The shopping pyramid.](#)

[Figure 10.2.7 Insight Team report format.](#)

Chapter 10.3

[Figure 10.3.1 Example product map.](#)

[Figure 10.3.2 Simple qualitative product space \(QPS\).](#)

[Figure 10.3.3 General discussion flow for rapid product optimization.](#)

[Figure 10.3.4 Simple two-factor evaluation path within a discussion group.](#)

[Figure 10.3.5 Example of a final product map.](#)

[Figure 10.3.6 Landscape of shape and size for confections created by researc...](#)

[Figure 10.3.7 Actual navigation path based on conversation about size and sh...](#)

[Figure 10.3.8 Landscape for shape and size created by consumers, with “ideal...](#)

[Figure 10.3.9 Design for perception of chocolate confections for RPO.](#)

[Figure 10.3.10 Landscape for shape and size created by consumers, with “idea...](#)

[Figure 10.3.11 Consumer defined map – pasta flavor.](#)

[Figure 10.3.12 Pasta flavor mapping after three sample flights.](#)

[Figure 10.3.13 Ideal location of pasta flavor.](#)

[Figure 10.3.14 Consumer defined map – pasta texture.](#)

[Figure 10.3.15 Pasta texture mapping after three sample rounds.](#)

[Figure 10.3.16 Ideal location of pasta texture.](#)

[Figure 10.3.17 Pasta flavor and texture mapping validation.](#)

[Figure 10.3.18 Smokeless tobacco line extension qualitative product space.](#)

[Figure 10.3.19 Smokeless tobacco line extension navigation path across discu...](#)

[Figure 10.3.20 Blind home-use test results.](#)

Chapter 10.4

[Figure 10.4.1 The case scenario for the company X.](#)

[Figure 10.4.2 Using hedonic measure \(e.g. mean overall liking\) to compare ho...](#)

[Figure 10.4.3 Preference ranking measure.](#)

[Figure 10.4.4 An example illustrates how TURF approach works.](#)

[Figure 10.4.5 Free-choice in -context preference ranking set up.](#)

[Figure 10.4.6 Number of products currently offered by company X and Y in the...](#)

[Figure 10.4.7 Preference ranking data with four SKUs from company X and two ...](#)

[Figure 10.4.8 Depiction if company X offers only its two leading products \(A...](#)

[Figure 10.4.9 Preference ranking data with two leading SKUs from company X a...](#)

[Figure 10.4.10 Depiction if company X offers additional products from four n...](#)

[Figure 10.4.11 Comparing company X's PMS vs. competitor Y's PMS for each sce...](#)

[Figure 10.4.12 Identify number product mix using equilibrium approach.](#)

[Figure 10.4.13 First-choice preference ranking data for a 4, 5, or 6 product...](#)

Chapter 10.5

[Figure 10.5.1 Commonly used sensory research methods, surveyed among sensory...](#)

[Figure 10.5.2 Steps in conducting an extended use product research \(EUPR\) to...](#)

[Figure 10.5.3 Product response by consumer segments. Purchase interest \(top ...](#)

[Figure 10.5.4 Extended product use research allows us to compare product per...](#)

[Figure 10.5.5 An example of output from in-depth interview in extended use p...](#)

[Figure 10.5.6 Understanding factors that influence their choice decision all...](#)

[Figure 10.5.7 Illustration of consumer segments based on behavioral measures...](#)

[Figure 10.5.8 Using KANO diagram to help assess how well the product meets t...](#)

[Figure 10.5.9 Comparison of data from extended product use research with mar...](#)

[Figure 10.5.10 Overall liking data comparison between mainstream flavors and...](#)

[Figure 10.5.11 Overall product performance comparison between mainstream fla...](#)

[Figure 10.5.12 Number of products that consumers put in their consideration ...](#)

Chapter 11

[Figure 11.1 Eating Behavior Framework - Stacey Cox, The Understanding & Insi...](#)

[Figure 11.2 What Needs to be True to Change Behavior, The Garage Group \(2018...](#)

[Figure 11.3 Five steps to successful consumer understanding.](#)

[Figure 11.4 Research Plan Template example.](#)

[Figure 11.5 Key steps in the research plan.](#)

[Figure 11.6 Creating axes for Qualitative Multivariate Analysis \(QMA\) The Un...](#)

[Figure 11.7 Building a listening framework to track the consumer conversatio...](#)

[Figure 11.8 An Influential Strategic Conversation.](#)

[Figure 11.9 Example of utilizing The Extreme Presentation™ S.Co.R.E. Method ...](#)

Chapter 12