

Boosting product development using a holistic approach: The innovation journey revisited

Background

"Innovation enables the delivery of new functional and sensory benefits for individuals, with the objective of gaining long-term interest against competition. While many approaches for consumer evaluation of incremental innovations are available, tools for assessing product performance and users' perception and adoption of new-market disruptive innovations are still lacking" (Morizet et al., 2022).

This poster describes the collaborative and holistic approach used by Haleon to bring an innovative new nasal spray to market.

Qualitative and quantitative declarative measures, combined with neuroscientific subconscious measures, provided a holistic understanding across the innovation journey.

This approach resulted in a deeper understanding of the perception, performance, and acceptability of the product, leading to disruption of category expectations and stimulation of category growth.

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Figure 1: The Innovation Journey



Explorative

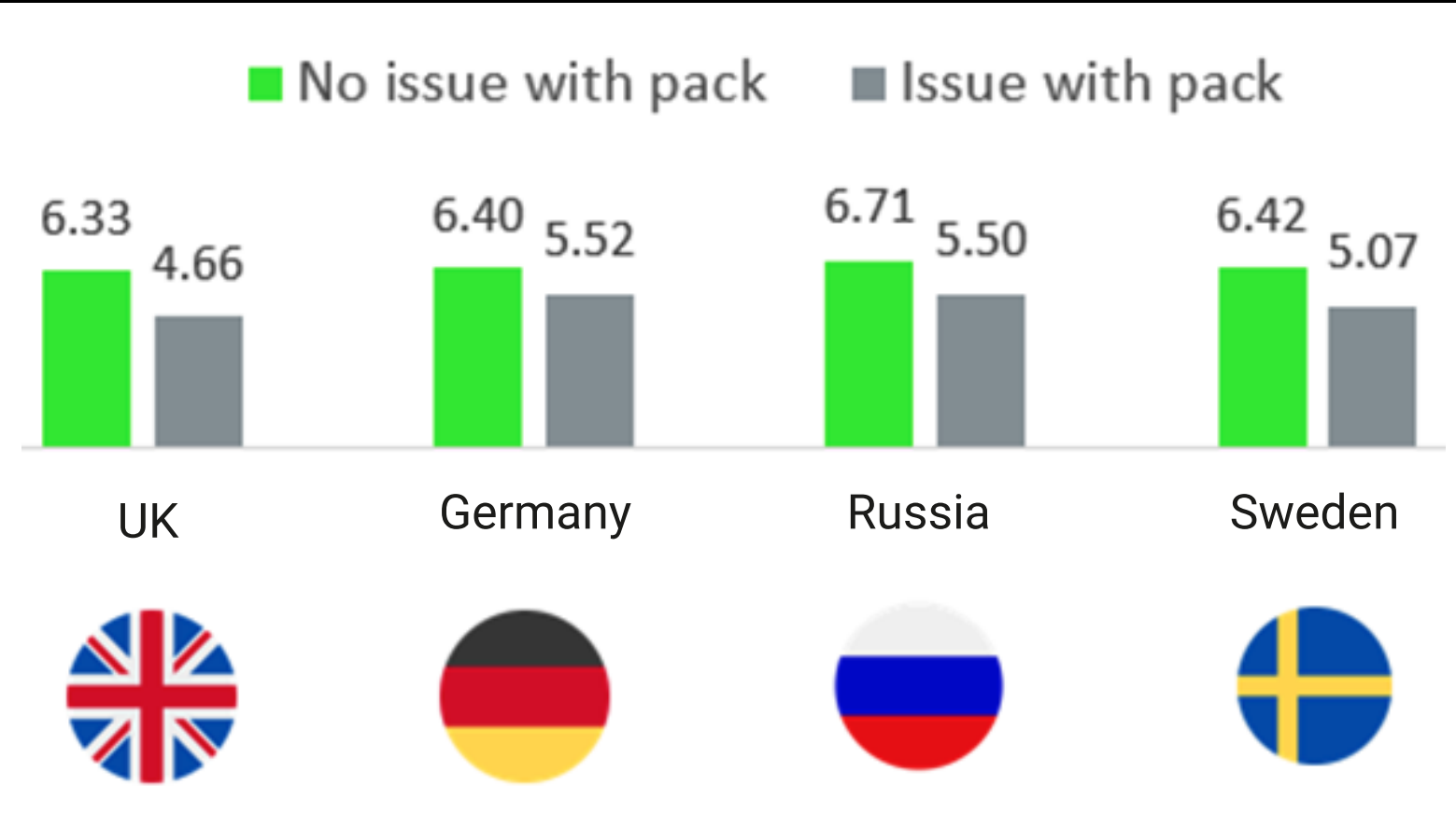
Quantitative CLT with N=100 consumers from each of United Kingdom, Germany, Russia and Sweden.

Consumers tested both the Prototype and the current product.

During testing, issues were experienced with about 70% of the prototype packs including pump not priming, button sticking and issues with the spray profile.

These issues impacted Overall Liking.

Chart 1: Overall Liking of Prototype



An optimised pack was included in the subsequent tests.

Improved Prototype

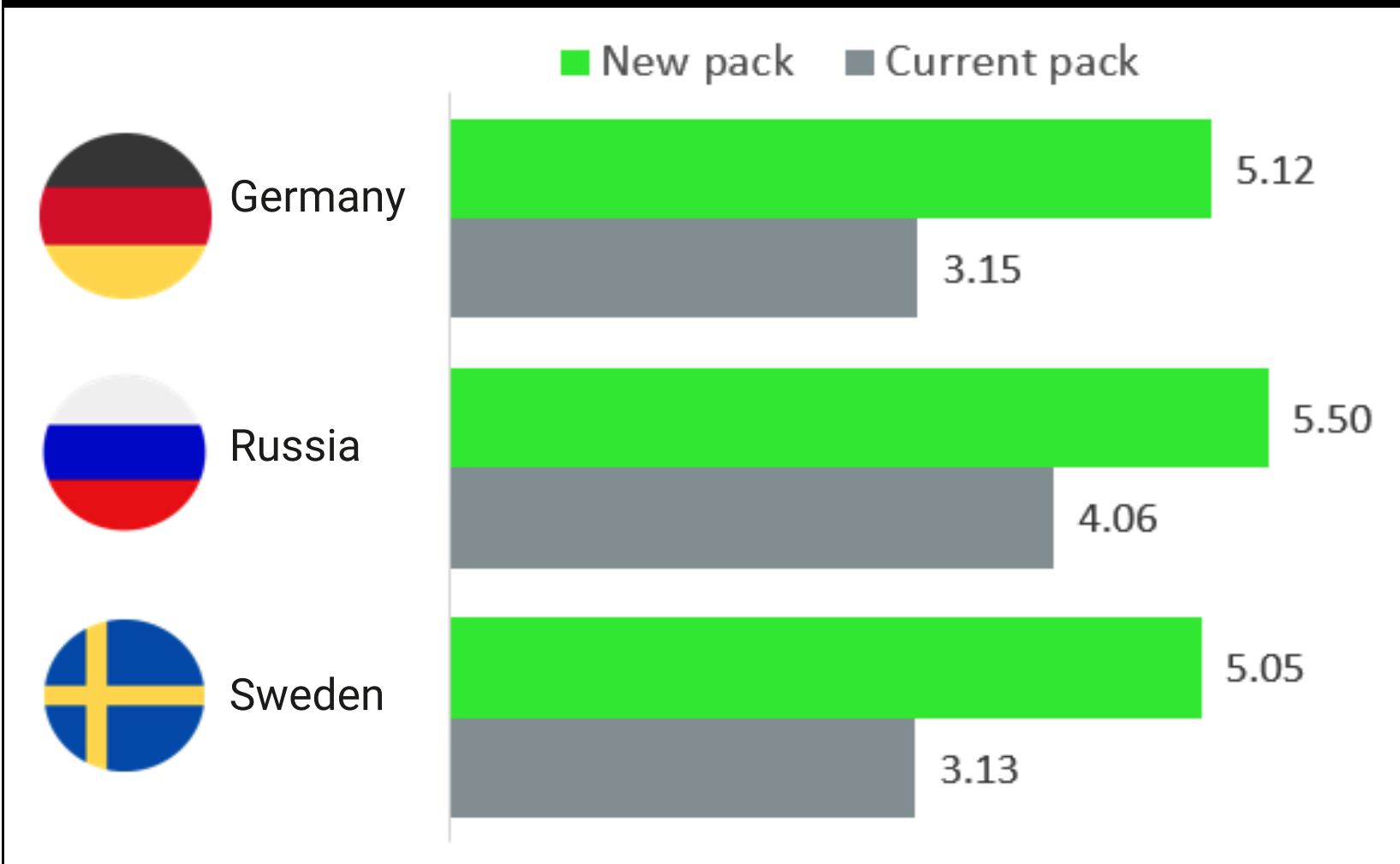
The optimised prototype was re-tested amongst both nasal spray users and non-users.

For this re-test, in addition to quantitative testing, the study scope was expanded to include qualitative depth interviews as well as neuroscientific measures. Collectively these approaches provided a more holistic understanding.

In the quantitative re-test the adjusted Prototype was considered unique and different to other nasal spray products.

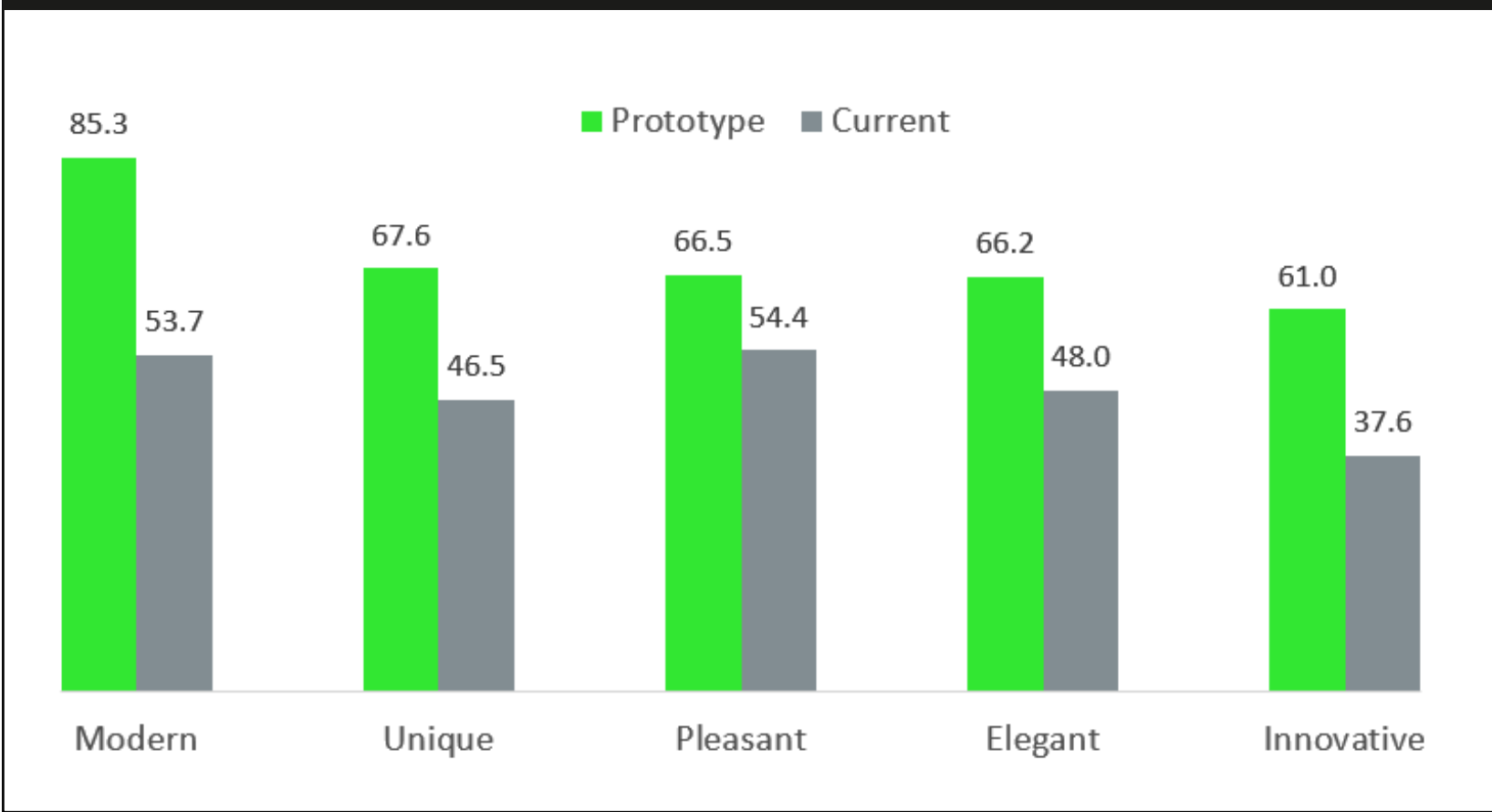
There were no quality issues with the Prototype.

Chart 2: Unique and Different rating



Implicit Association Test (IAT) responses showed that the Prototype pack was more associated with modern, unique, pleasant, elegant and innovative than the Current pack.

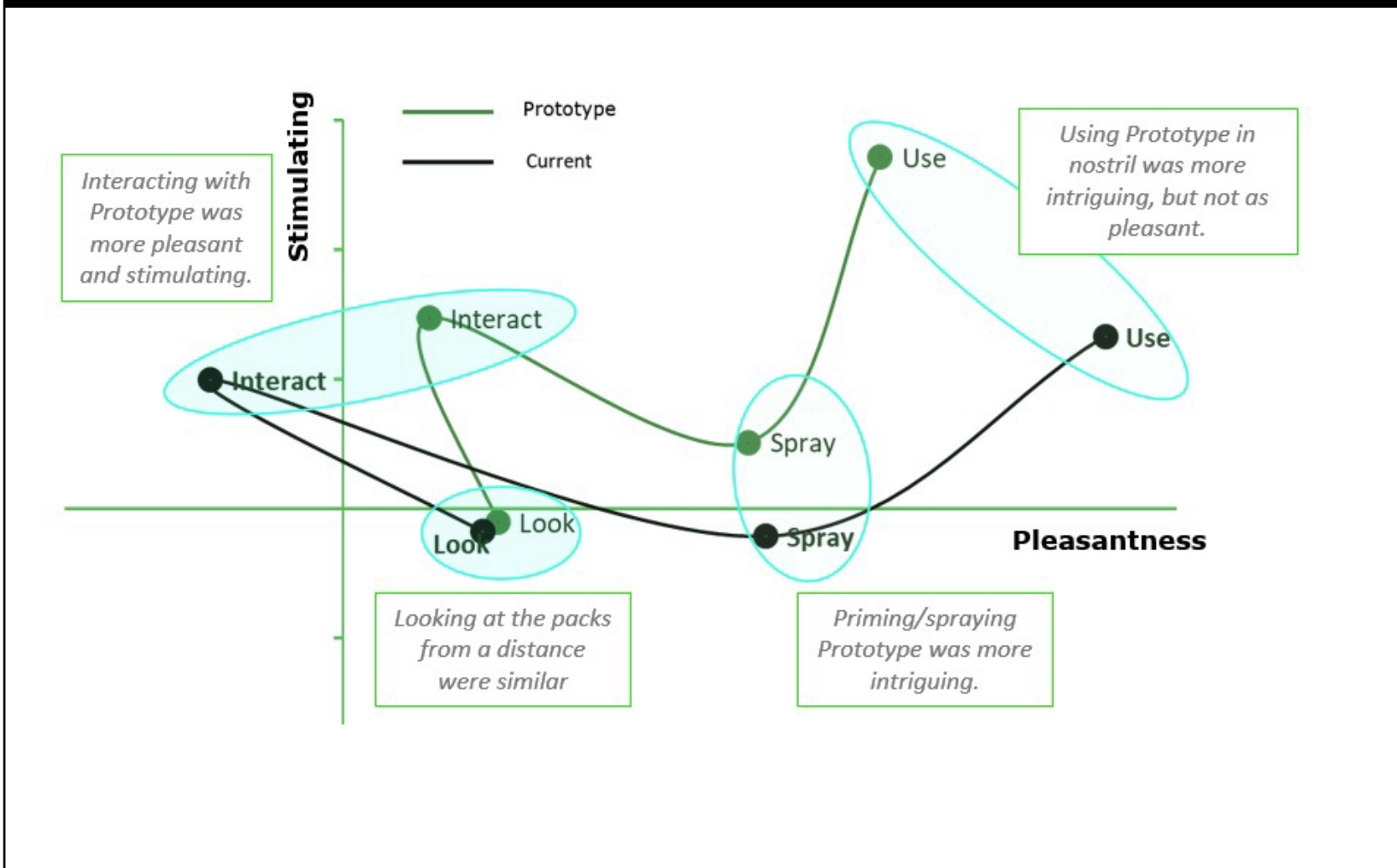
Chart 3: IAT Responses



The **Neuroscientific measurement** involved respondents being connected to biometric devices (Facial EMG, GSR, Heart Rate) and calibrated with Eye Tracking Glasses.

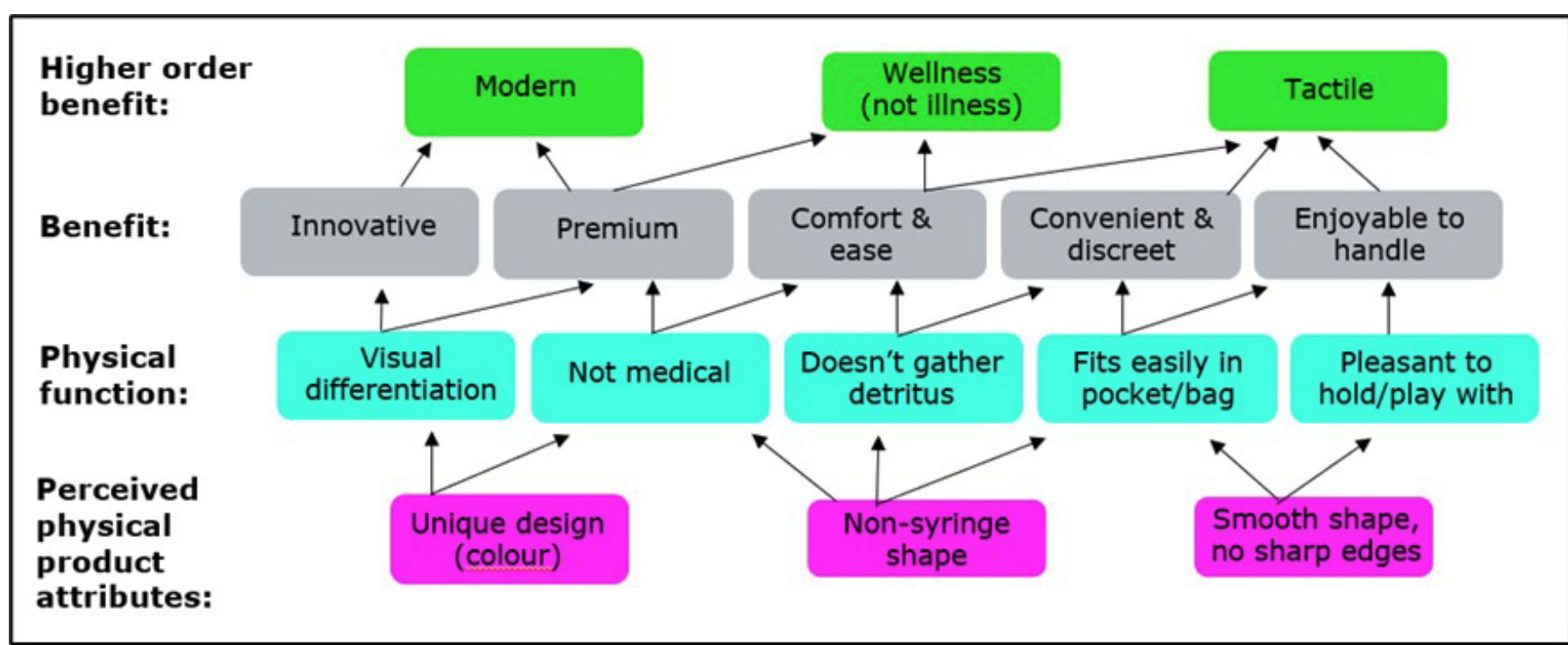
The neuro-measures demonstrated that the prototype provoked more stimulation at all stages of interaction.

Chart 4: The Pack Journey



Product Positioning

- Another qualitative stage was used to identify perceived product attributes and benefits to refine the new product's positioning.
- The Prototype's unique design (colour, smooth shape) gave it visual differentiation, i.e. non-medical appearance, which implied it was an innovative and premium product. The design also imparted feelings of comfort, convenience, and discretion.



Attracting Non-Users

- Non-nasal spray users reacted more positively to the Prototype than to Current suggesting that the prototype could draw them into the category.

Chart 5: Purchase Intent (non-users)

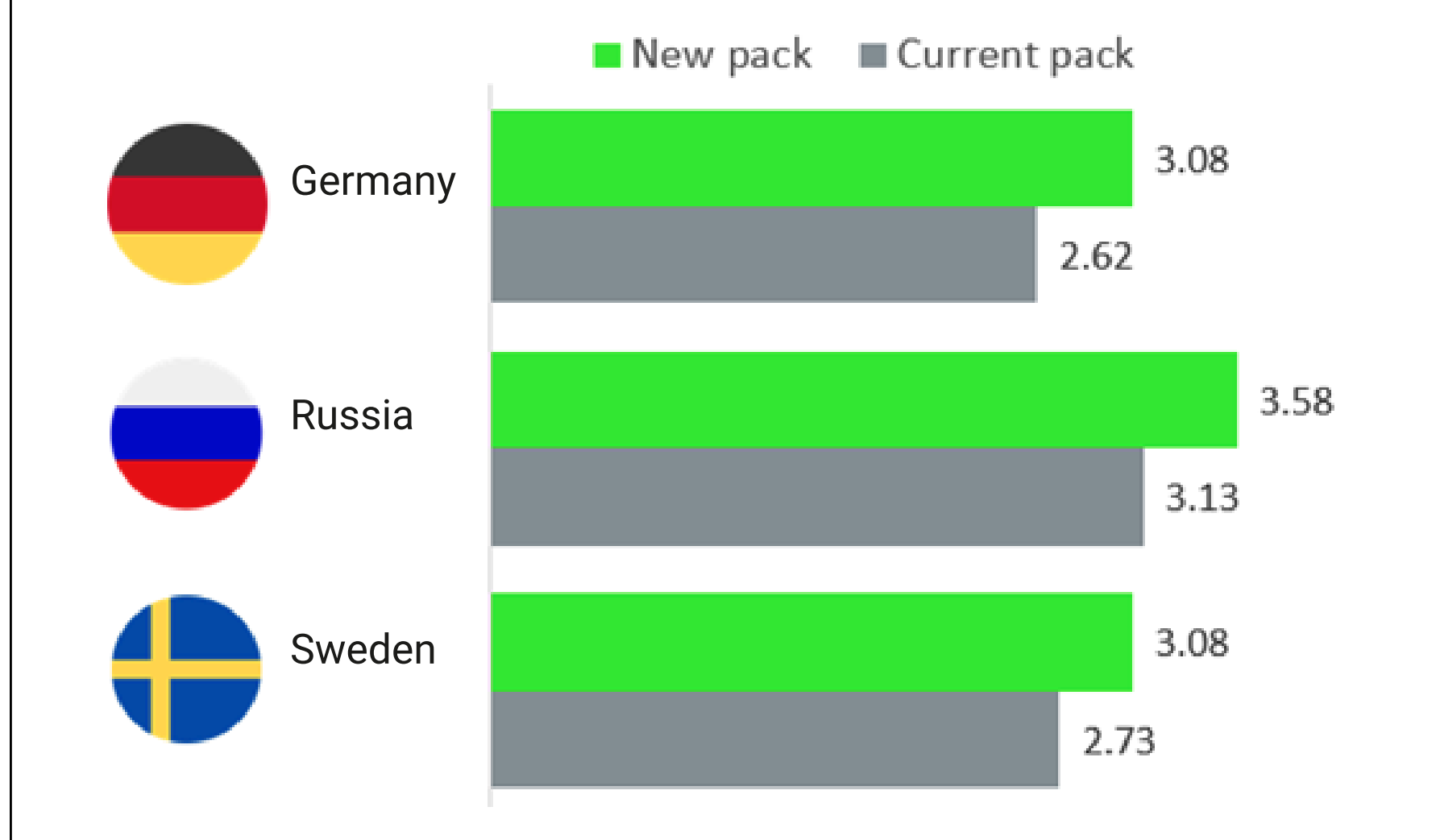
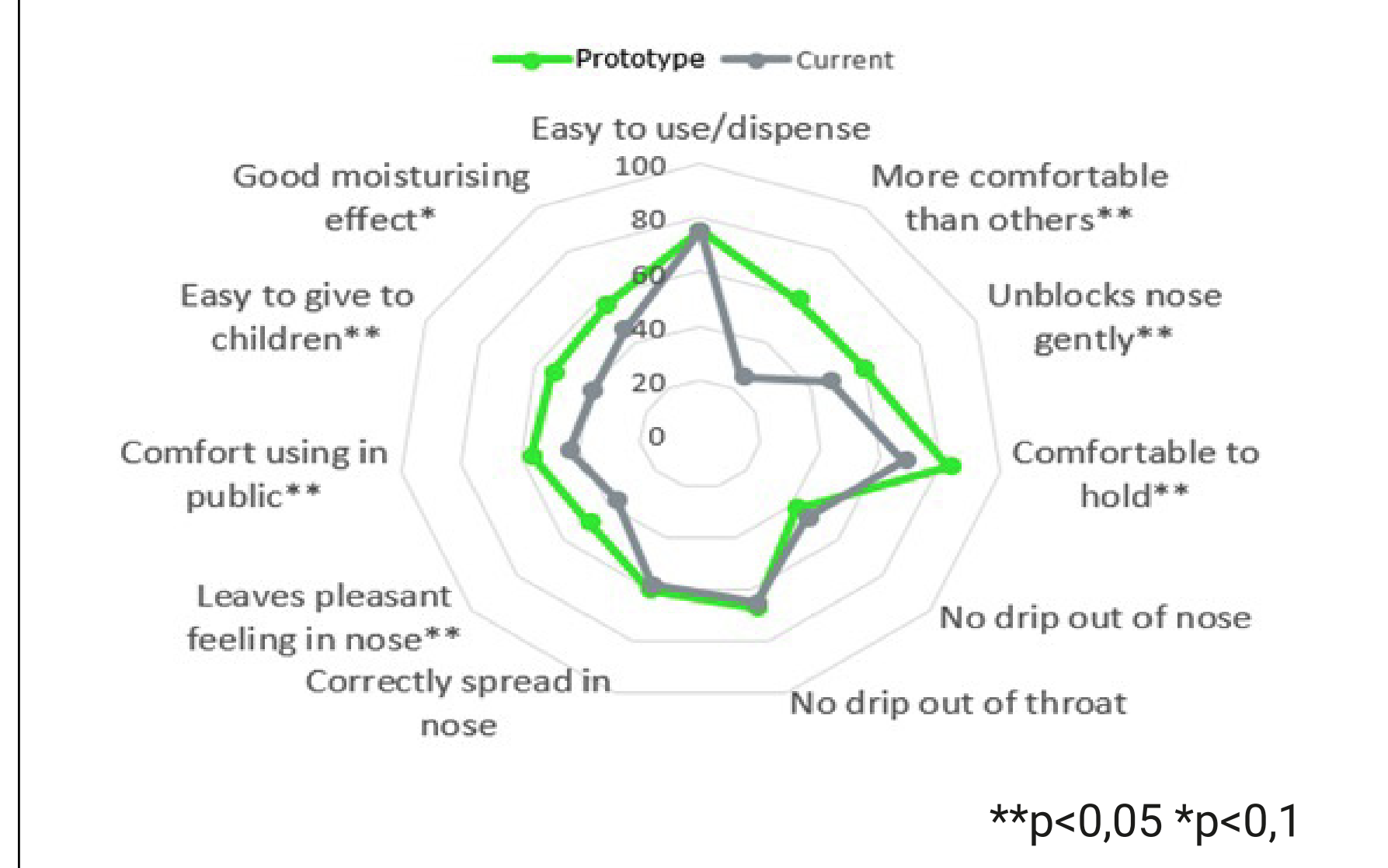


Chart 6: Statements (non-users)



Conclusions

- Overall, the holistic approach, which included both rational and subconscious feedback, optimised the product design process and the resulting product model.
- The close collaboration between Haleon and SAM, and agile responses to changes in direction by Haleon, further optimised the process.
- The results from the research also provided direction for product positioning and communication.

References

Morizet D, et al. FOOD QUALITY & PREFERENCE 2022; Vol 96: March 2022

Acknowledgments

This study was funded by Haleon

Editorial support was provided by SAM Sensory and Consumer Research