SPARK THE SENSES
to deliver benefits beyond hedonics

By Gregory Stucky
Chief Research Officer – InsightsNow, Inc.
Translating concepts into products and/or technology platforms into products with benefits that consumers care about.

*Source: June 2012 Survey of Innovation Professionals, InsightsNow, Inc.*
Importance of a Cue

MOMENT

NEED
Importance of a Cue

Benefit —> MOMENT —> NEED —< Product
Importance of a Cue

MOMENT

Benefit → Product

Healthy
Comforting
Good.Taste

Fun
Authentic

Instructions
Flavor
Color
Shape
Brand
Ingredients

NEED
Importance of a Cue

CUES

a CUE is a product feature that signals a benefit

a CUE gains meaning given the context of a moment

usually implicit
Getting at Cues that Matter

STEP #1: Moment Immersion

STEP #2: Metaphor Exercises
(Spark the Senses)

STEP #3: Cue Profiling
(Free-Association)
STEP #1: Moment Immersion

- Ground people in the moment
- Focus people on the benefit
- Prime the mind with the appropriate context
STEP #2: Metaphor Exercises (Spark the Senses)

- Create divergent thinking
- Uncover implicit cues of the benefit
- Personalize cues
Sensory Metaphors are Well Established

Through the Senses Workshop
by Jean Bystedt & Diane Fraley

Moderating to the MAX
by Jean Bystedt,
Siri Lynn,
Deborah Potts, Ph.D.
Hearing

- A French Galleasse, Rachel’s
- Fascinatin’ Rhythm, Stephane Grappelli
- Haydn Trumpet Concerto, Wynton Marsalis
- Acid Queen, Ike and Tina Turner
STEP #3: Cue Profiling (Free Association)

- Personal cues become the questionnaire
- Align cues to benefit
- Identify cues that impact perception for use in optimization
# Personalized Free-Association Questionnaire

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Align Cues to Benefit

ENERGIZING

- Snap
- Crunch
- Crinkle
- Heavy
- Rough
- Chewy
- Tingly
- Protein
- Grain
- Fresh
- Natural
- Nutty
- Fruity
- Plain to Complex
- Dull to Shiny
- Tan to Brown
- Natural
Identify Cues with the Greatest Impact

Thin/Smooth  Heavy/Rough

Protein Taste
Spark the Senses
to deliver benefits beyond hedonics

TRANSLATE MORE EFFECTIVELY...
Build Products to Cue the Benefits Consumers Seek

END RESULT...
Go Beyond Hedonics to Build More Successful Products