

Major Manufacturer Benefits from a Fast-Track Approach to Concept Development

Get Smart

Case Study

MARKETING CHALLENGE:
FILL YOUR PIPELINE WITH HIGH-POTENTIAL IDEAS

BACKGROUND

Through onsite observation, an opportunity was discovered to address tremendous inefficiencies in the priming and painting of airframes. Given the lack of new solutions in the space, the client desired a fast-track ideation and co-creation process.



OUR APPROACH

Great ideas can be generated rapidly when the client team and end-users **work collaboratively** on concept development. As such, careful consideration was given to the participants from the client team which included representatives from R&D, marketing, product development, and other subject matter experts. Similar care was given to the selection of the external team. For this assignment, 6 end-users participated based on their day-to-day experience in airframe priming and painting.

Another goal was to improve overall engagement with ideation. To help with this, we used our innovation archotyping tool, [TeamBuilder](#). Archotyping has two benefits: (1) the ideation session can be designed to maximize the contributions and engagement of diverse contributors and (2) making team members aware of their archetype keeps unproductive impulses in check. For example, some archetypes are the first to say why something won't work, an undesirable behavior during divergent exercises.

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The bulk of the assignment occurred **over a 2-day period**.

During Day 1, the client team and end-users participated in a group meeting. The client team was instructed to listen to the needs and “pain points” and capture “need states” in real time.

On Day 2, we shifted the focus to ideation with the client team. The goal was to generate many ideas, and the listening process on Day 1 ensured the client team was fully immersed in customer needs. The ideation session was highly interactive and productive.

Two weeks later after preliminary concepts were developed, we conducted a follow-up meeting with the end-users and the core client team. The team worked collaboratively to develop detailed product concepts. The real-time user feedback ensured that proposed solutions were built around their needs.



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OUTCOME

The back-to-back sessions on Day 1 and Day 2 served as a powerful preparation exercise for the client team. During the second day of ideation, over 200 ideas were generated. For the next 2 weeks, the core team worked behind the scenes to synthesize the learning from the previous two meetings and generated 30+ preliminary concepts. After the final meeting with end-users, 10 new-to-word product concepts were created. Due to end-user excitement and high feasibility, 2 concepts were fast-tracked into the product development process. The assignment was completed in just 5 weeks, delivering tremendous value for our client's investment.

Due to our agile approach to customer co-creation and tools to maximize ideation, this case study resulted in StandPoint being named **Atlanta Marketer of the Year**.



- Does your organization need a responsive helping hand when conducting do-it-yourself research? Our consultants are available to assist with problem definition, project scoping, reviewing discussion guides, reviewing questionnaires, interview coaching, and more. This is the best way to offer your team the training and support they need to elevate customer understanding across the organization. Blocks of time can be booked according to your needs. [Contact us](#) for more details.

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- Check out our [event schedule](#) for upcoming workshops related to rapid fill of your new products pipeline.

Kickstart

You can [Kickstart](#) the concept development process with a workshop focused on your own specific goals. It is an excellent way to align the cross-functional team, enhance skills, roll up internal ideas, and identify gaps in your knowledge.