

Product information

NOVUCONCEPT®



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Insufficient knowledge of customer needs leads to poor investments

Why do new product concepts have to be withdrawn from the market shortly after their release or entire product lines have to be closed? Even well established companies launch products on the market which prove to be flops. In addition to mistakes in the logistics or marketing of the new product, the basic problem can often be found in the conception of a new product.

Is it really profitable to have an engineering team with 50 researchers spend three years developing a new pen for space if the astronaut ends up using a simple pencil? Does a neurologist really always need an elaborate MRI to detect damaged nerves when a simple reflex hammer would suffice? How important would such a device be to him and how much would he be willing to pay for it to replace his hammer?

Often, cheap and simple substitutes for elaborate inventions are already well established or the developers are not aware of important factors which influence the buyers' decision.

In addition, as a result of the close contact of the sales personnel with the market, they lack the big picture view and miss changing customer needs.

Old market segmentations are not re-evaluated and the developers get insufficient information about the true requirements of a new product concept. A dentist, who wrote software for the administration of a practice in his spare time, explained to us that the second version of his software was only successful after he had understood the needs of his colleagues through in-depth discussions and thorough observation of the workflows in dentistry practices.

The solution: customer based development with NOVUCONCEPT®

NOVUCONCEPT® is a method to develop market oriented product concepts. With this method, the innovation is generated by the future user and translated into new, attractive product alternatives through a structured process. Customer needs are identified, analyzed and ranked by a variety of methods. The users themselves combine several requirements to different product suggestions and rank them. Potential risks and different business models are simulated, before the expensive technical realization is started. The NOVUCONCEPT® method is structured into three phases:

- 1 Identification of customer needs**
 - Segmentation by area of specialization
 - Mapping of workflows
 - Listing and evaluation of customer needs
- 2 Development of product concepts**
 - Definition of possible product elements
 - Evaluation of ergonomic requirements etc.
 - Structured development of product alternatives through users
 - Ranking and refinement by users
- 3 Analysis of product potential**
 - Estimation of risks and market potential
 - Selection of suitable business model
 - Simulation of business scenarios

The particular methods employed to elicit and elaborate on the customer needs are optimized throughout the process. During the course of the interaction with the user, the user is closely observed and their work processes are documented on video. The interview techniques are adjusted depending on the type of user (e.g. senior physician or untrained aid), and the structure of the workshops is ideally matched to the participants.

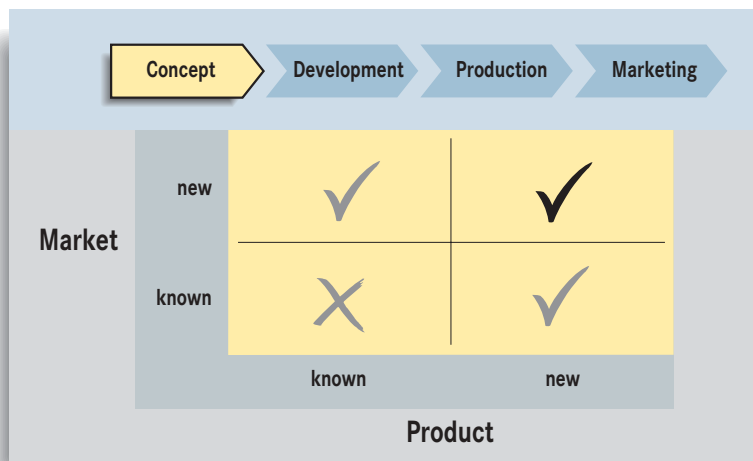
This balanced mix of observation and interview techniques, creative workshops and the addition of external analyses is the main reason for the success of NOVUCONCEPT®: development of practicable product concepts (rather than the unstructured accumulation of ideas).

NOVUCONCEPT® is a method for market oriented product innovation. Through a structured process, the product user is integrated into the innovation and development process.

When is the use of NOVUCONCEPT® recommended?

NOVUCONCEPT® covers the aspects of conception and early development phases of new products. Quite frequently, users rank product concepts put forward by the company itself. In this way, it is possible to detect, and thus avoid, bad investments very early.

Furthermore, NOVUCONCEPT® offers deep insight whenever the analysis of a “novum” is required, be that the conception of a new product for an existing market or the adjustment of an existing product for a new market.



NOVUCONCEPT®
builds the ideal basis
for the introduction
of a new product into
a new market.

Benefits of NOVUCONCEPT®

NOVUCONCEPT® delivers the basis for management decisions as well as building a framework for technical development:

- Product concepts developed and ranked by users
- Early transparency of user acceptance of a future product
- Comprehensive segmentation
- Detailed workflows
- Identification of customer needs [aware and unconscious]
- Ranking of needs [purchasing criteria]
- USPs of substitutes and competing products
- Discovery of potential risks
- Estimation of contribution margin before further development decisions are taken

These results are especially beneficial for the development team as they then have a better understanding of the product requirements from the point of view of the market.

Furthermore, the increased motivation of the developers which is created by receiving first information directly from the future user should not be underestimated.

NOVUCONCEPT® generates a higher transparency of customer requirements through monitoring specific needs, and thus significantly simplifies the work of the technical developers.

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