



CASE STUDY

RESEARCH AND CONCEPTING

INNOVATION FOR EMERGING MARKET



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BACKGROUND

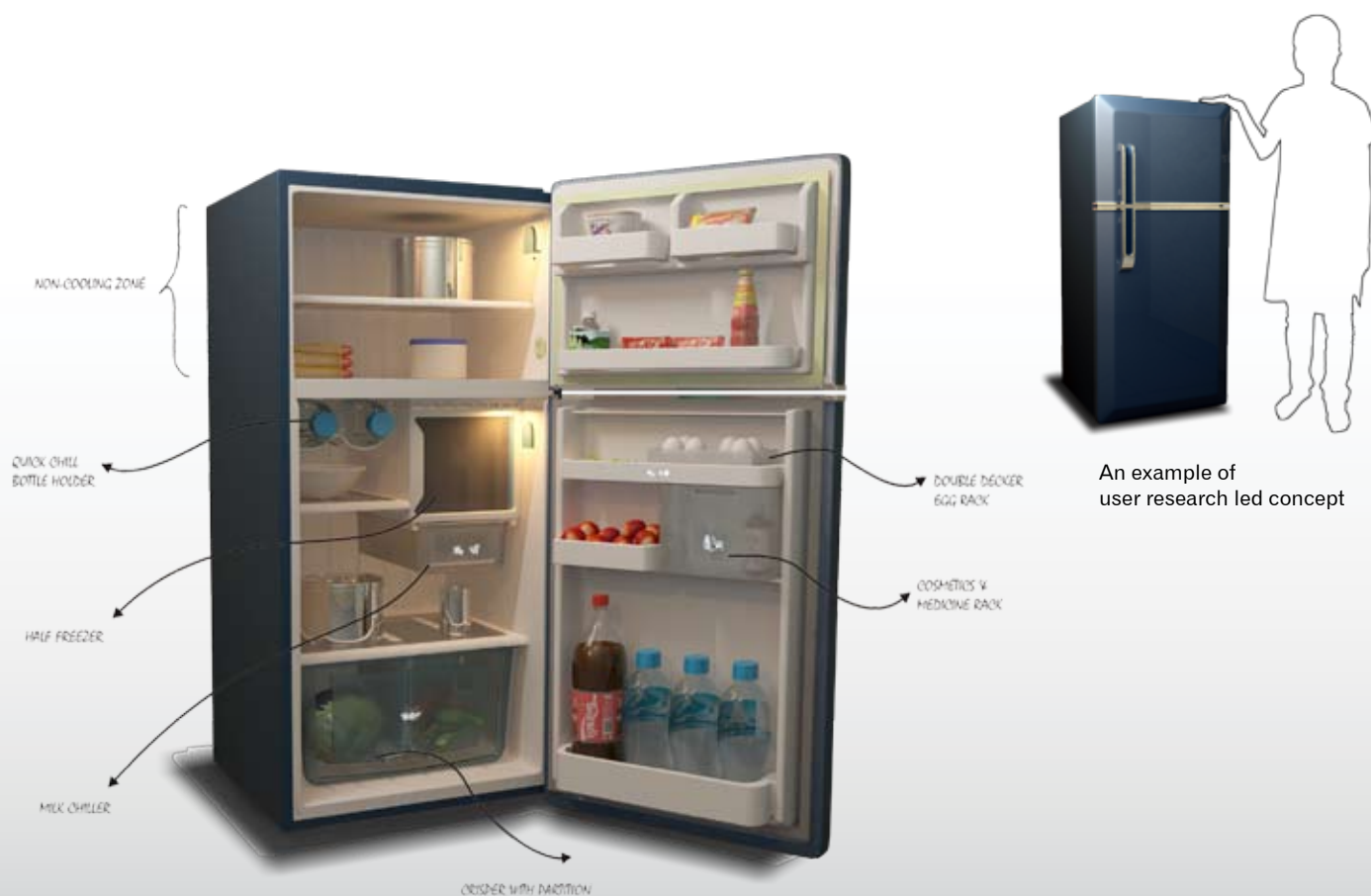
A world leading consumer durables company collaborated with Onio to develop cost effective and innovative new refrigerator design catering to emerging markets South Asian countries.

It included research leading to product concepts for each country.

User research was conducted for these countries, the most important part being involvement of user and local designers. It resulted in first-hand insight mapping leading to meaningful contextual innovation.

SCOPE & CHALLENGE

1. Conducting user research for the emerging markets in rural and suburban areas
2. Helping emerging market consumers to articulate their needs
3. Interpreting the spoken and hidden needs and formulate possible future directions
4. Developing ideation tools for co-creation workshops involving users as well as the client's team from various backgrounds
5. Conduct ideation workshops helping users in evoking and articulating their ideas
6. Creating concepts based on research insights, users' and client's ideas
7. Visualising the ideas in the form of photorealistic images and animations for user feedback
8. Innovating keeping the cost lower was one of the major challenge of the project





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ONIO'S APPROACH

1. Involving users in the ideation process.
2. Utilizing the existing knowledge of the client's Marketing & Sales team was a key differentiator in the process.
3. User study using visual clues helped users to articulate better and was supported by instant sketching to help visualize things better. User study included lifestyle study, shopping patterns and product usage cycles.
4. Research insights were analyzed and possible directions were mapped. Research tools were created for the user ideation workshop using this study and mapped directions.
5. These tools were region and country-specific to engage the user groups and elicit better responses. Smaller user groups including a local designer participated in a complete one-day workshop held at several locations in these countries, each workshop generating several ideas.
6. Concepts were created after considering the user research insights, ideas from the co-creation workshop and internal client team workshop. Short-listed concepts were converted to photorealistic renders and feature animations.
7. Concept's styling was evolved mainly from the mega trends and key cultural and user insights.
8. These concepts were validated in the user interviews and focussed group sessions and later consolidated into refined product concepts.

User research, Research tools, Ideation workshop and concepts



Separation (सेपरेशन)

- Small Mixing
- Sacred / Secret
- Physical damage
- Spoiling