

Innovation through *Exploration*

A syndicated research project into the everyday lives of people and the homes in which they live

Ask yourself:

How do we understand our consumers' needs?

What benefit does this understanding bring to our business?

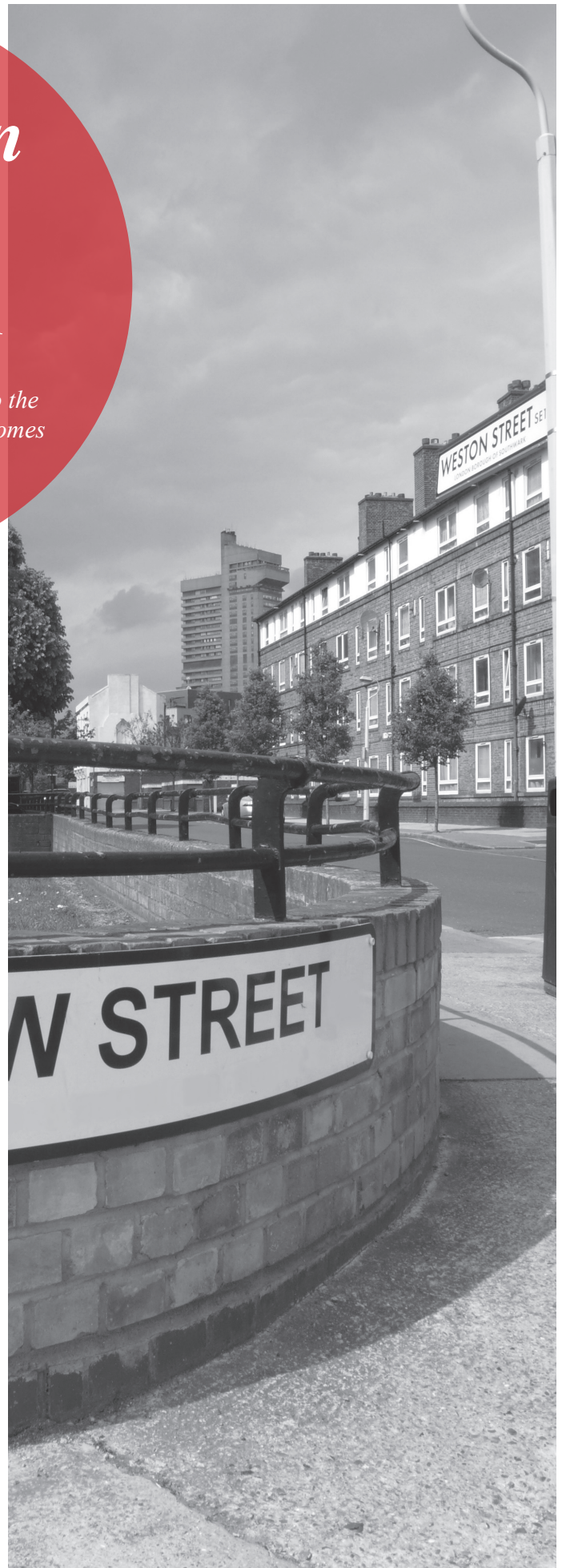
Thinking Differently

Understanding the consumer requires a shift in focus from one purely on consumption and consumer needs to another that situates these needs in a broader understanding of the consumer's life and culture. This new focus results in a deeper and more productive knowledge base, that is more fertile and robust enough to handle the challenges of an increasingly complex and consumer empowered market. At the heart of this in-depth approach is creativity through innovation.

We believe that innovation benefits greatly from different perspectives; looking at things through different lenses and digging deep into un-tapped potential. That is why we bring together Anthropologists, Designers, Human Factors Specialists and Market Researchers to stimulate a creative and multi factorial understanding of what makes people tick.

Open innovation brings advantages in many forms. The use of such an approach brings together experts from different industries and market sectors, and supports cross fertilisation of knowledge whilst building bonds and business relationships. Crucially, it enables experts from different sectors to ideate around key themes and discover different business approaches, delivering insights that would not be uncovered through a purely 'internal' or closed innovation model.

The material we use in this process is generated through a combination of qualitative and ethnographic methodologies. Trained researchers spend time with people in their everyday lives to understand the complex nuances that define the choices that they make in their lives. This approach enables the research team to 'get under the skin' of the consumer and map what, how and why they do what they do and say what they say. It offers a rich analysis of consumers' thinking and through innovation, unearths potential new market and product platforms.





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How

Matt + John Research & Innovation in partnership with JRA Research have designed a syndicated Open Innovation process that we would like to invite you to join.

Our team will be running in-depth research and innovation that goes behind the closed doors of people's lives. We will explore how people make choices in their everyday routines, rituals and relationships – the brands that they consume, the technology they use to communicate, the services that they interact with, the media they associate with, the different needs that members of the household have, their concerns and overall value systems that bond them together. We will make sense of this complex web of beliefs, attitudes and behaviours, and together with you, discover powerful new insights that will inform your innovation approaches with a rich vein of cross sector knowledge.

When

The Open Innovation process is planned to run from July/August until October /November over approximately four months.

Next Steps

We believe that this process offers an exciting and cost effective route to successful innovation. Buy in for your sector's single representation at the table costs £30,000 exclusive of VAT and expenses. We would be happy to talk you through our plans in more detail and discuss you taking one of the six available seats.

Matt + John Research and Innovation
Dr John Curran, Director of Anthropology & Co-Founder
john@mattandjohn.co.uk
+44(0)7958430085

Matt Pattison, Director of Human Factors & Co-Founder
matt@mattandjohn.co.uk
+44(0)7894761426

JRA Research
Matt Coggan, Head of Qualitative Research
matt@jraresearch.com
+44(0)7964453290