

# The Consumer Experience Landscape®

Your products can be experiences.



**A strong product idea is a holistic offering.**

However, the desired sensorial experience is often left out of the early innovation process. Product/Packaging attributes, benefits, positioning, claims, messaging and brand must all be in alignment with each other and connect to consumers' emotional needs and aspirations. Even for the same "problem," consumer priorities for product/packaging attributes and benefits can vary based on emotional needs, aspirations, and day part /occasion. It is critical to understand these priorities to avoid overly- designed products and confusing concepts. Blueberry's Consumer Experience Landscape® reveals the connections between all of these elements.

## The Consumer Experience Landscape® is the Foundation

It provides clear direction for building strong and satisfying solutions. Though our process can accommodate entry during all stages of research, it is best to begin with the foundational understanding developed through The Consumer Experience Landscape®.

### 1. Explore the Consumer Experience Landscape®

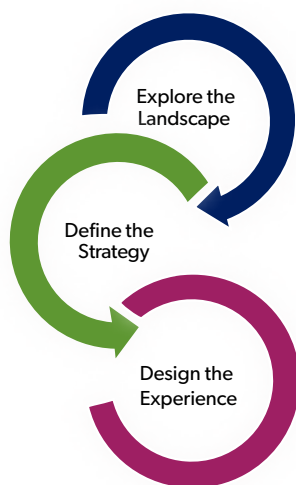
- Current behaviors
- Unmet needs
- Ideal experience in the category

### 2. Define the innovation strategy

- White Space Opportunities /unmet needs
- Competitive Differentiation
- Credible Brand Stretch
- Adjacencies Strategy
- Sensorial opportunities and needs
- Size of the opportunity

### 3. Determine HOW to execute against the strategy

- Identify product & packaging attributes that fulfill the target need
- Generate consumer language for key benefits
- Prioritize those attributes for focused product and concept development



## Industry Expertise

Alcohol Beverage  
Beverage

Consumer Healthcare

Cosmetics

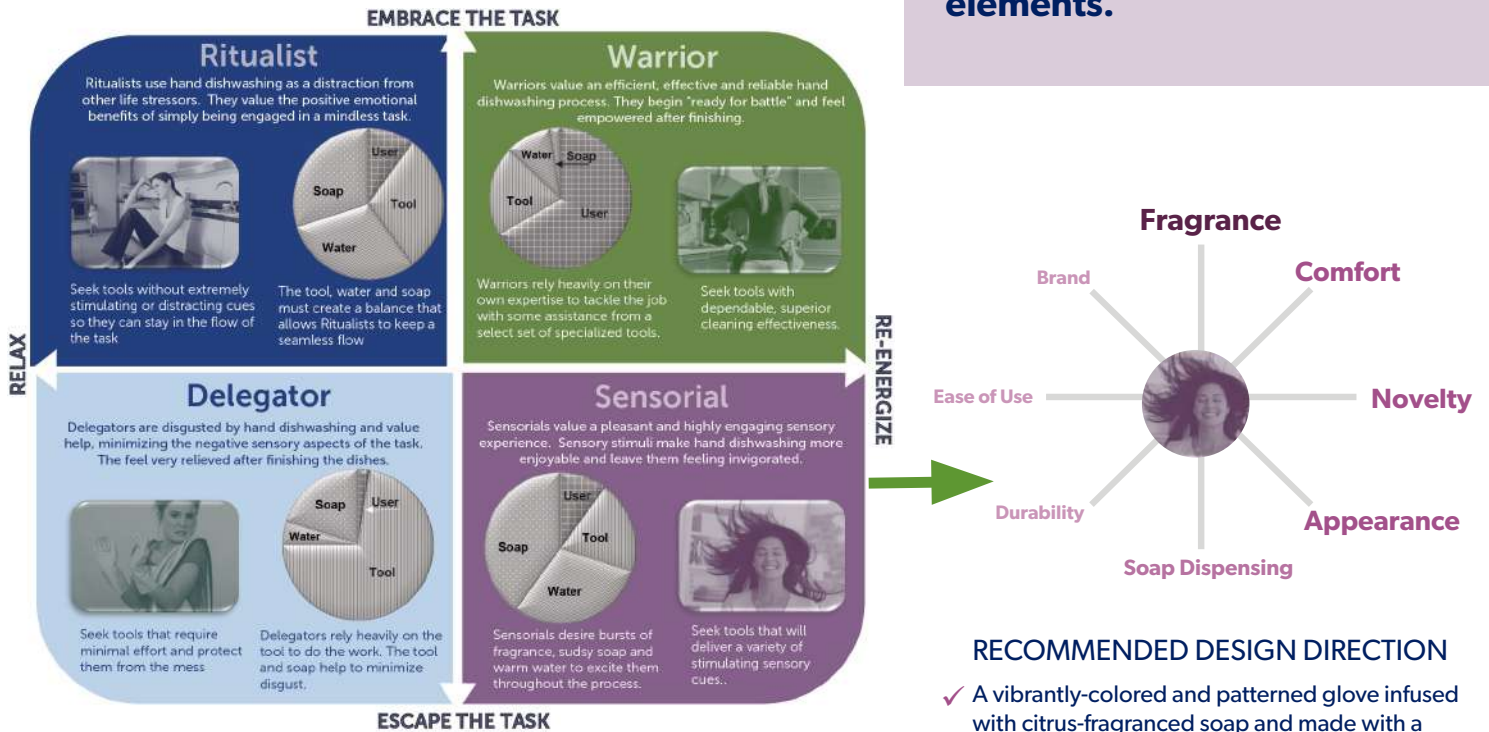
Food

Household Care

Personal Care

# Priorities Maps reveal the connections between consumer priorities and aspirational needs.

By understanding consumer priorities, we know which "star" features to emphasize and which are best interpreted as supporting elements.

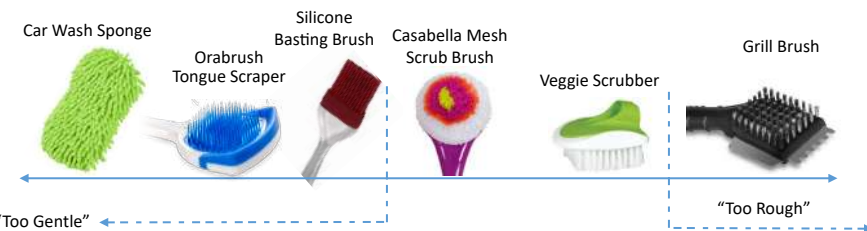


## RECOMMENDED DESIGN DIRECTION

- ✓ A vibrantly-colored and patterned glove infused with citrus-fragranced soap and made with a soothingly soft inside material
- ✗ Harsh, abrasive materials detract from the pleasant hand feel and pampering experience they look to cultivate in

# LinkLabs<sup>SM</sup> provide more granular product development guidance via exposure to out- of-category stimuli and sensory flights.

## Sensory Flight in Action: Abrasiveness (Bristles)



"The bristles feel too soft...like they wouldn't be strong enough to get the food off my plate."

"These bristles feel sturdy enough to do a great job wiping food away without damaging my dishes."

"Much too harsh! I would be worried about scratching my glassware."



## LinkLabs<sup>SM</sup> provide:

- Current behaviors, unmet needs and aspirations
- Guardrails and gold standards for product attributes with real-world reference points
- Consumer language around the product experience benefits