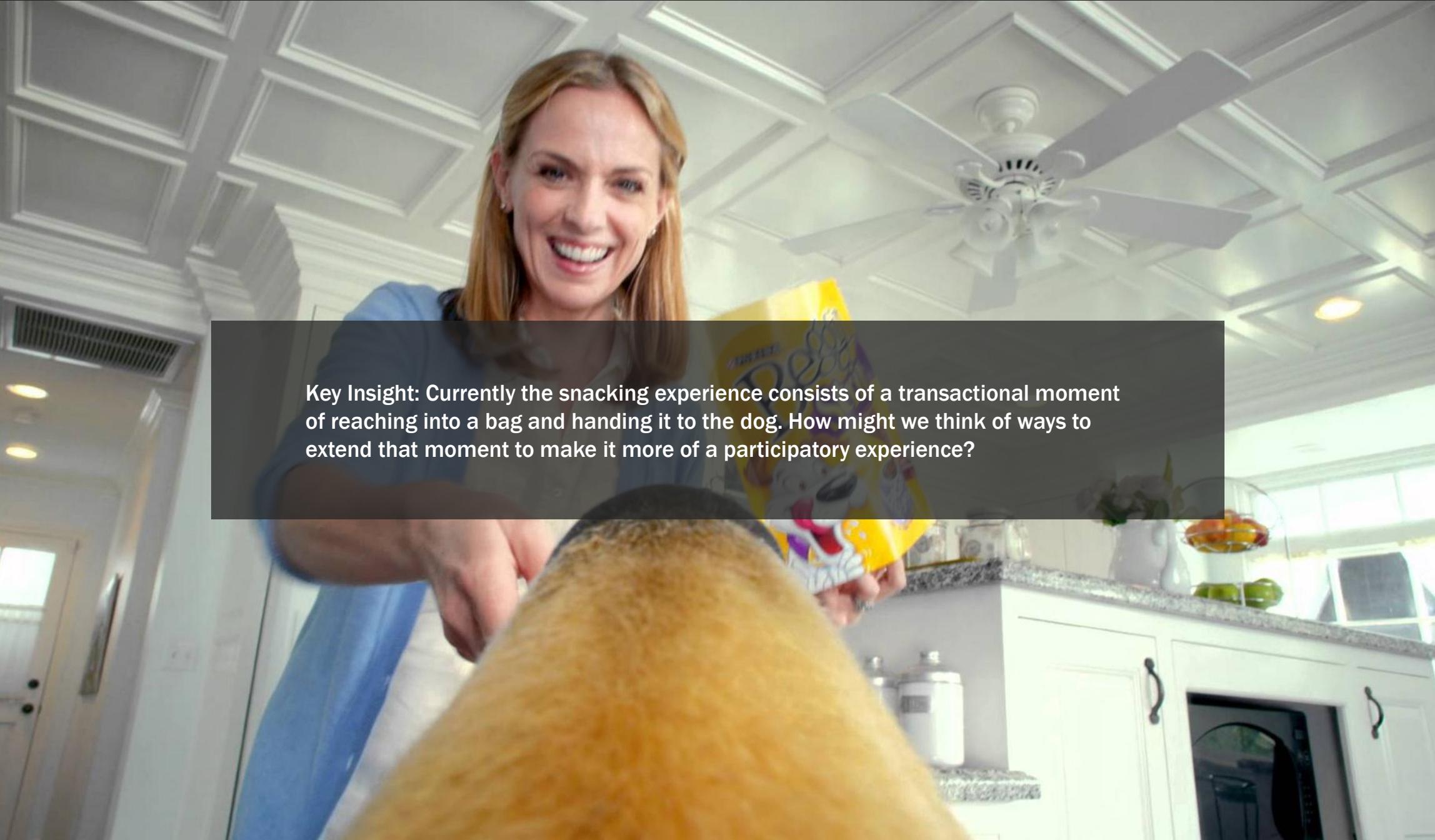
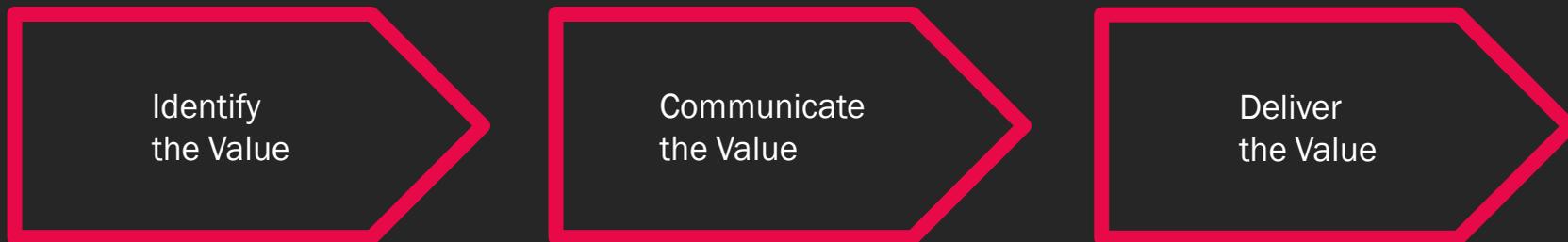


Initial Problem Framing: How might we create a novel, new package design for the (Beggin'®) Party Poppers™ snack innovation?

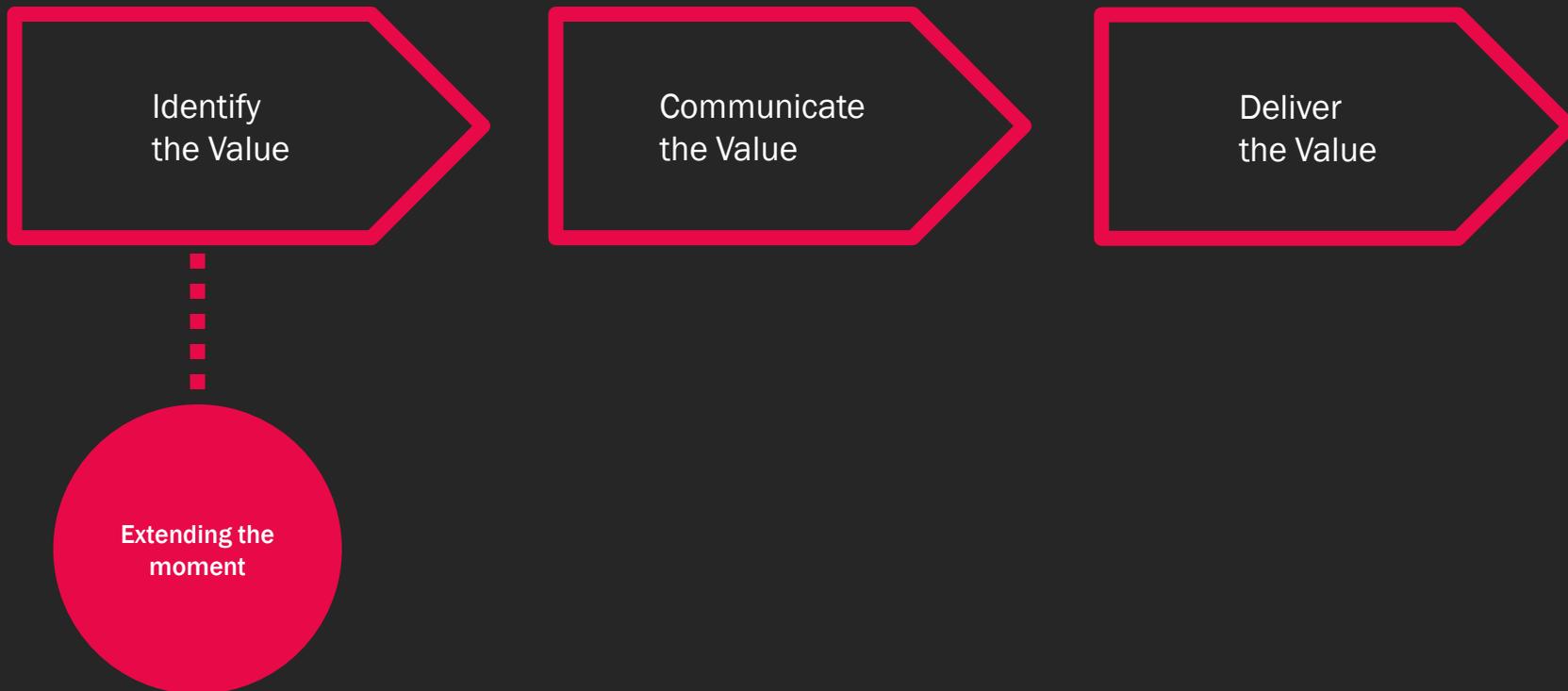
A woman with long blonde hair, wearing a blue long-sleeved shirt, is smiling broadly at the camera. She is holding a yellow bag of snacks, which has a cartoon dog's face on it. In the foreground, the back of a dog's head is visible, looking towards the woman. The setting is a kitchen with white cabinets, a granite countertop, and a white ceiling fan. The ceiling has a decorative grid pattern. A fruit basket is on the counter to the right.

Key Insight: Currently the snacking experience consists of a transactional moment of reaching into a bag and handing it to the dog. How might we think of ways to extend that moment to make it more of a participatory experience?

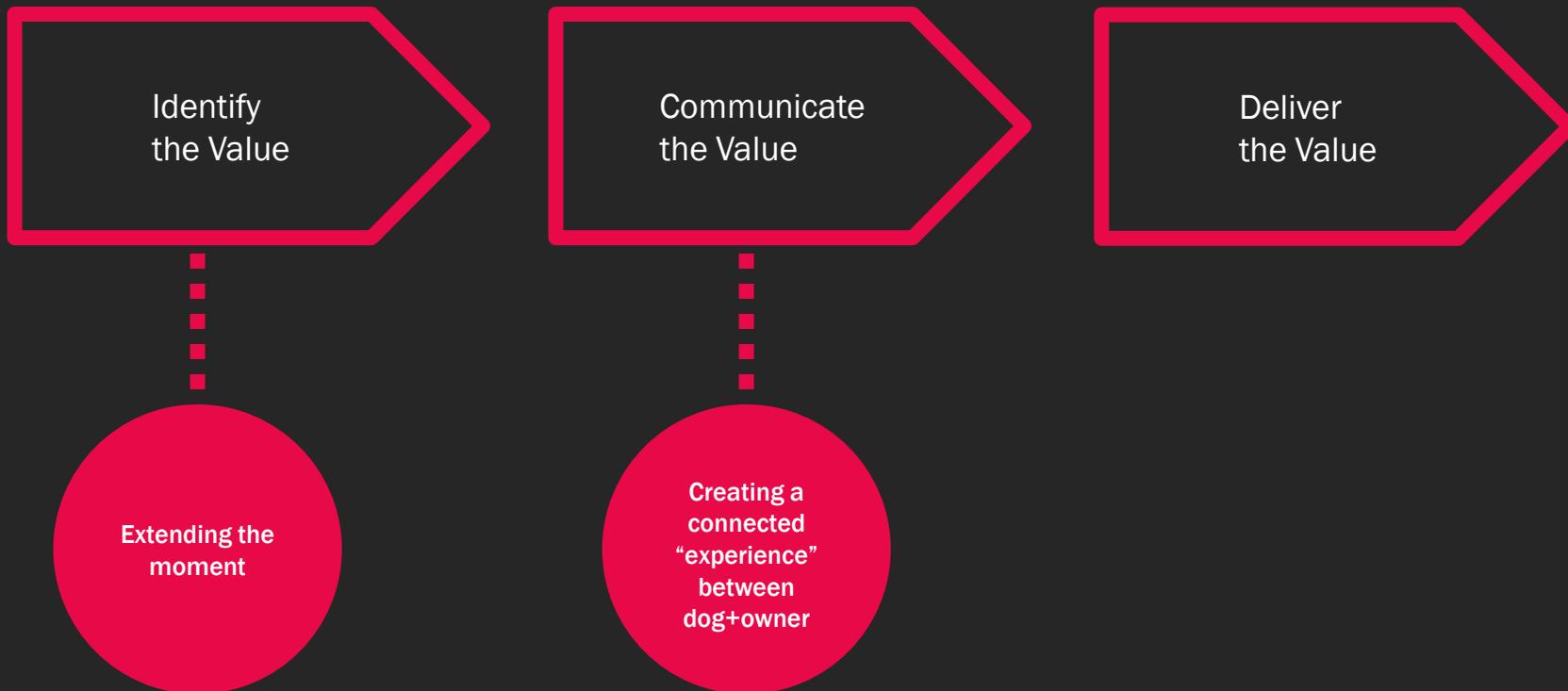
Identifying the Human-Centered Value Opportunity

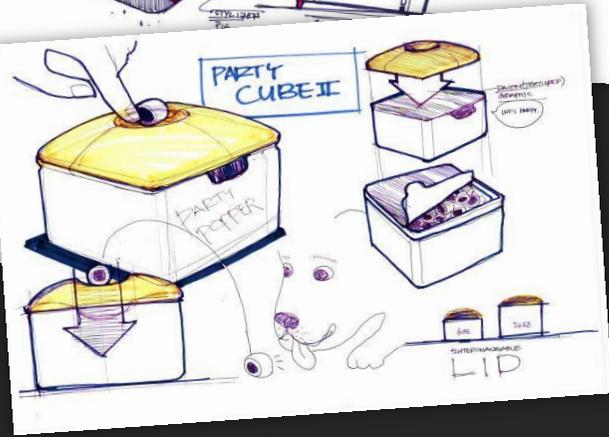
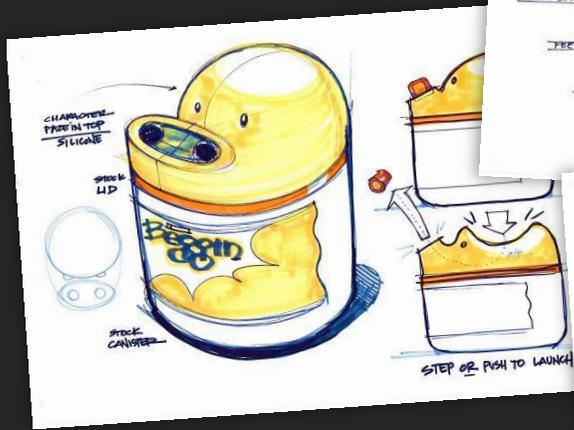
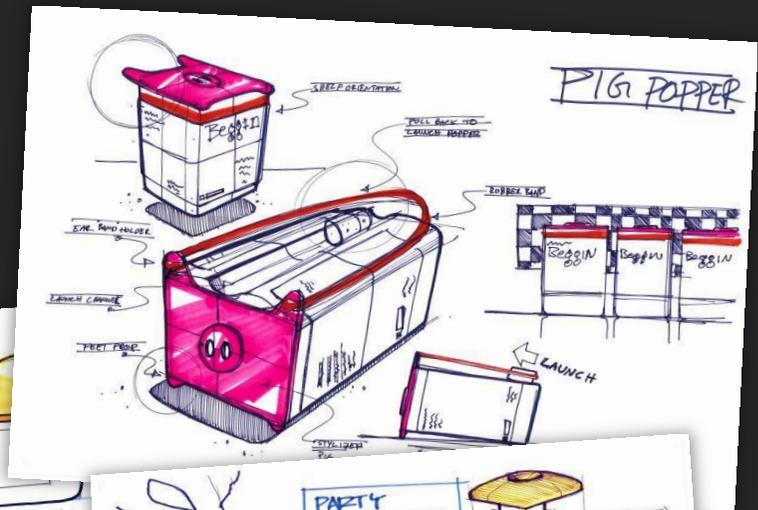


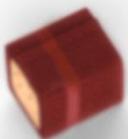
Identifying the Human-Centered Value Opportunity



Identifying the Human-Centered Value Opportunity











THE TEN TYPES OF INNOVATION

C O N F I G U R A T I O N

O F F E R I N G

E X P E R I E N C E

Profit Model

The way in which you make money

Skype uses the "freemium" model to make money

Network

Connections with others to create value

Target works with renowned external designers to differentiate itself

Structure

Alignment of your talent and assets

Whole Foods has built a robust feedback system for internal teams

Process

Signature or superior methods for doing your work

Zara's "fast fashion" strategy moves its clothing from sketch to shelf in record time

Product Performance

Distinguishing features and functionality

OXO Good Grips products cost a premium but the company's "universal design" has a loyal following

Product System

Complementary products and services

Scion thinks beyond the car to cater to drivers' lifestyle needs

Service

Support and enhancements that surround your offerings

"Deliver WOW through service" is Zappos' #1 internal core value

Channel

How your offerings are delivered to customers and users

Nespresso locks in customers with its useful members' only club

Brand

Representation of your offerings and business

Virgin extends its brand into sectors ranging from soft drinks to space travel

Customer Engagement

Distinctive interactions you foster

Wii's experience draws more from the interactions in the room than on the screen

THE TEN TYPES OF INNOVATION

C O N F I G U R A T I O N

O F F E R I N G

E X P E R I E N C E

Profit
Model

Network

Structure

Process

Product
PerformanceProduct
System

Service

Channel

Brand

Customer
Engagement

THE TEN TYPES OF INNOVATION

C O N F I G U R A T I O N

O F F E R I N G

E X P E R I E N C E

Profit
Model

Network

Structure

Process

Product
Performance

Product
System

Service

Channel

Brand

Customer
Engagement

Strategy, research & design helped create an entirely new business model opportunity (premium canister offering + low-cost, pouch refills leveraging internal manufacturing and providing higher margins and volume) and helped the Beggin® Party Poppers™ product move from a transactional product/package design to a true participatory user experience.

