

BRINGING INNOVATION TO LIFE



When developing innovative product ideas **imagination, novelty** and the **freedom** for new options to evolve are needed. "Co-Creation" is the current buzz word when thinking innovation. Market researchers use blogs and chat rooms as source of innovation. As people often struggle to verbally express new ideas and imagination is visual by nature for most people, Colibri Research uses the '**Power of Visualisation**' in their new approach '**Conceptualiser**'.

Experienced COLIBRI researchers together with a specialised scribbler and creative consumers create innovative products, services and designs.

"Often it is difficult for consumers to have a clear imagination of the unknown. Interesting ideas can fail at an early stage because verbal concepts fail to bring across innovative and unusual ideas in a lively manner. One solution for this dilemma is to use power of visuals in the creative process", argues Business Psychologist Ute Rademacher. "To avoid overstraining consumers with drawing tasks or only relying upon the artistic talents of individual consumers, the support of a market research-experienced scribbler is a good alternative."

What makes the new methodical approach "Conceptualiser" **special**? Shifting from exploring, describing to seeing new ideas makes it easier for consumers to leave behind the beaten tracks. Consumer can focus on the actual idea 'behind the concept' instead of getting stuck in discussing which words and phrases work better for them. Developing the visuals of their ideal in more detail together with our scribbler, consumers need to make decision which features are important to them and which one's only nice-to-have. With the help of quick scribbles, consumer insights can be brought to life more quickly and realistically. Furthermore, the unprejudiced illustrator is more willing to risk new and different lines in the product or service design. In so doing, COLIBRI enables their clients to get closer to their customers and receive first sketches of potential innovations immediately. Co-Creation is getting more efficient, more authentic and lively!

For further information about this approach please contact us and we are pleased to tell you more about it in person.