Contents

1 Introduction ........................................ 1
   1.1 Introduction ...................................... 1
   1.2 Why Do Customers Prefer a Product? The Coffee Case .. 2
       1.2.1 The Cultural Myth ............................. 2
       1.2.2 Brand Legitimacy .............................. 3
       1.2.3 Triggering Emotions ........................... 3
       1.2.4 The Market Response ........................... 4
   1.3 Consumer Insights Are on the Tip of the Tongue ....... 4
       1.3.1 The Secrets of Taste Perception ............... 4
       1.3.2 Tasting Panels .................................. 6
       1.3.3 Red Bull, the Extreme Taste ................... 8
       1.3.4 The Coke Zero Paradox ......................... 9
       1.3.5 Why Rugby Men Should Date Nurses ............. 9
       1.3.6 Taste Profiles: Business Applications ........... 10
   1.4 Sensors, Body, and Brain ........................... 10
       1.4.1 Senses, and Millions of Sensors ............... 10
       1.4.2 Stimulus and Response .......................... 11
       1.4.3 Who’s the Boss? ................................. 12
       1.4.4 Sensory Science and Product Development ....... 12
   1.5 Generating Groundbreaking Insights .................... 13
       1.5.1 Deduction, Induction, and Retroduction ......... 13
       1.5.2 Observing Personas versus Asking ............... 14
       1.5.3 Innovation Funnel or Innovation Matrix? .......... 17
       1.5.4 Inspiration from Other Industries ............... 20
   1.6 Take-Aways ......................................... 21
   References ............................................. 21

2 Detecting Profitable Markets ............................ 23
   2.1 Introduction ...................................... 23
2.2 What Makes a Market More Attractive? The Sound System Case
   2.2.1 Product Superiority ........................................... 24
   2.2.2 Competitive Benchmarking ................................. 24
   2.2.3 Consumers Barriers and Motivations .................... 25
   2.2.4 The Valley of Illusion ...................................... 25
2.3 Amplifying Consumers’ Listening Experience. ................. 26
   2.3.1 The Secrets of Sound Perception ........................... 26
   2.3.2 Dutch Railways (NS), Music Soothes Waiting Travelers . 32
   2.3.3 Music Preferences: Are You Pop or Classical? ......... 32
   2.3.4 Shazam Music: You Name It! ............................. 36
   2.3.5 Amplifier Profiles: Business Applications ................. 36
2.4 Immune System and Sensory Perception ........................ 37
   2.4.1 The Tenth Sense: the Sense of Danger .................... 37
   2.4.2 Why Would Spock Hate Yellow? .......................... 37
   2.4.3 What is the Difference Between a Nerd? .................. 38
   2.4.4 Sensory Alert Codes and Product Design ................. 39
2.5 Spotting Business Opportunities ............................... 41
   2.5.1 Consumers versus Non-Consumers ......................... 41
   2.5.2 Must Have versus Nice to Have ........................... 44
   2.5.3 Substitution Products and Market Attractiveness ......... 44
   2.5.4 Opportunity or Feasibility Study? ......................... 45
2.6 Take-Aways .......................................................... 47
References .............................................................. 47

3 Predicting Consumers’ Behavior ..................................... 49
3.1 Introduction ........................................................ 49
3.2 How Well Will a Product Sell? The Detergent Case .......... 49
   3.2.1 The Purchasing Intention Trap .............................. 49
   3.2.2 A Tendency to Overperform ............................... 50
   3.2.3 Importance of the Sensory Context ....................... 50
   3.2.4 The Essence of a Substitution Product .................... 51
3.3 Passing Consumers’ Smell Test .................................. 51
   3.3.1 The Secrets of Smell Perception ............................ 51
   3.3.2 Sofitel Amsterdam The Grand Carousel of Senses ...... 59
   3.3.3 A Popular Scent: Häagen Dazs Vanilla Ice-Cream ....... 61
   3.3.4 Predicting Scents Preferences ............................. 62
3.4 Male, Female, and Chicken ....................................... 64
   3.4.1 Genetics and Hormones ..................................... 65
   3.4.2 Women are from Mars and Men from Venus ............. 66
   3.4.3 Innate Versus Acquired .................................... 67
   3.4.4 Toy Story .................................................. 69
3.5 Targeting Consumers with the Hormonal Quotient\textsuperscript{TM} (HQ) .... 70
   3.5.1 Limits of the ‘One-Size-Fits-All’ Approach ............... 70
4 The Right Sensory Mix ................................ 77
4.1 Introduction ............................................ 77
4.2 What Makes Consumers Switch to Another Product?
The Hair Case ............................................. 77
4.2.1 The Price Fairy Tale .................................. 78
4.2.2 Unmet Requirements ................................ 78
4.2.3 Birds of a Feather Flock Together ................... 79
4.2.4 The Painful Truth .................................... 79
4.3 Adding a Magic Touch to Consumers’ Experience .......... 80
4.3.1 The Secrets of Touch .................................. 80
4.3.2 Do Mosquitos Like You? ............................... 86
4.3.3 La Favorite, Divans for Divas ........................ 87
4.3.4 Blacksocks.com, When Socks Become a Luxury Service 87
4.3.5 Touch Profiles: Business Applications ................ 90
4.4 Health, Well-being, and Lifestyle ......................... 90
4.4.1 Perception and Purchase ............................... 90
4.4.2 Ayurveda, The Sense of Digestion ..................... 91
4.4.3 The Right Vibes ..................................... 92
4.4.4 Becoming Consumers’ BFF ............................ 93
4.5 Designing Products: the Sensory Profiles .................. 94
4.5.1 It is All About User Experience ......................... 94
4.5.2 Matching Products and Profiles ........................ 97
4.5.3 Core versus Peripheral Features ......................... 98
4.5.4 Designing and Testing ................................. 99
4.6 Take-Aways ............................................. 100
References ................................................. 100

5 Increasing the Innovation Hit Rate .......................... 103
5.1 Introduction ............................................. 103
5.2 Where is the Market Going? The Real Estate Case ........ 103
5.2.1 Who is the Expert? .................................... 104
5.2.2 Moment and Perception ............................... 104
5.2.3 Customers Could be Anybody ......................... 105
5.2.4 Market Prospective ................................... 105
5.3 Making Your Customers’ Day, and Night! .................. 106
5.3.1 The Secrets of Vision ................................. 106
The Right Sensory Mix
Targeting Consumer Product Development Scientifically
Derval, D.
2010, XIV, 146 p., Hardcover
ISBN: 978-3-642-12092-3