

Gillette: New Product Development

Objective Discover new bathroom product ideas

Data Source Focus Group Transcripts

Question *“What is your biggest hassle in the bathroom?”*

ThoughtSCAN[®]

VERBATIMS

soap

bar

hate

ThoughtScan Frequency

25

22

17

ThoughtTalk

*“There’s nothing worse than sticky **bar soap**.”*

*“You need a jackhammer to remove a **bar of soap** once it sticks.”*

*“Why can’t someone create a liquid **soap** with a pump?”*

Results

Liquid soap topped the list of 12 new product ideas. Not pursued because difficult distribution channel. Liquid Soap later successfully introduced by competitor.

www.wallacewashburn.com