B2B International
a gyro: company

CASE STUDY:

Testing & Validating Concepts

A Stage-Gate process to developing new washroom cleaning concepts

The Challenge

A leading hygiene solutions manufacturer wanted to develop a new logic for washroom cleaning. It saw potential in further incorporating the principles of the IoT to enable facility managers and staff of washrooms to receive real-time data on fill levels of paper and soap dispensers, bins and visitor frequency in order to more efficiently adjust cleaning schedules and to improve the visitor experience. The overall aim of the project was to explore the attractiveness of 12 new concepts intended to add further value to the existing system. The client wanted to know which concepts to move to feasibility stage, which concepts to shelve for now and which concepts to stop completely.

The Solution

We conducted 4 focus groups with facility managers, facility service company managers and cleaning supervisors in Germany and the US. Within those focus groups, we presented each participant with a short description of the system alongside a visualisation. After a 6 Minute discussion on each system, participants were asked to rate what they had seen using 3 cards – a green, an orange and red card – symbolising which concept they would recommend to go ahead with and which one they would suggest to disregard. During analysis, it became clear that different audiences had different views so we applied Interpretive Phenomenological Analysis to create personas and give recommendations based on those.

The Insight

Our recommendations were to:

- Prioritize 5 of the concepts to move into feasibility stage.

- Pause and refine 4 of the concepts.

- Disregard 3 of the concepts entirely.

Typically, the prioritised concepts were simple, of benefit to the decision maker and a "one size fits all" - with the least liked concepts being more complex, of more benefit to the user and tailored. Our recommendations helped the client move through gate 2 of the product development process.