WHAT WE SHOULD KNOW

ABOUT CUSTOMERS AND HUMANS

Customers do not want to buy goods anymore.

ABOUT INNOVATION

IT IS NOT ABOUT asking customers what they want.

IT IS ALL ABOUT knowing what humans believe, feel and expect.

Henry Ford: “If I’d asked customers what they wanted, they would have told me, ‘a faster horse!’”

The success of the iPhone

Even in early history, people wanted to look at themselves in mirrors and bought things to show off. They wanted to be pretty, get in touch with people, listen to orchestras and share their thoughts in letters.

Actually, nothing has changed.

The iPhone as a functional device is replaceable. However, it gives people identity, prestige, the opportunity to laugh with people all over the world. And it has a nice, solid feeling when you hold it in your hands – reliability.
ABOUT SUCCESFUL INNOVATION

Traditional business models are at risk. Only very few companies know what the problem is and how to change.

84% of CEOs believe innovation is critical to growth.

80% of business models are at risk.

6% of CEOs are satisfied with their innovation performance.

Best performing companies use more collaborative operating models that outpace traditional R&D.

Open Innovation 61%
Design Thinking 59%
Co-Creation with Customers, partners, suppliers 55%
Traditional R&D 34%
Innovating in emerging markets 34%
Taking risks, failing fast, trying again 31%
Internal incubators 27%
Investing in start-ups via corporate venture capital 21%
TEST SPACES

Our solution for your innovation success
by JOSEPHS® - Das Offene Innovationslabor

The Best of Open Innovation, Design Thinking and Co-Creation combined.

INNOVATION IN LINE WITH WHAT CUSTOMERS REALLY WANT.
JOSEPHS - DAS OFFENE INNOVATIONSLABOR

JOSEPHS is operating a very unique place with access to the voice of your customers.

CENTRALITY
Situated in the city centre of Nuremberg.

ACCESS
Open house for thousands of visitors and potential customers.

CUSTOMER INVOLVEMENT
Our innovation guides are always there to find out what your customers really want.
Throughout the years, we have boosted innovation success among numerous companies, institutes and public authorities.

**FACTS AND FIGURES**

- **8+** Years on the innovation market.
- **140+** Innovation projects from diverse industries.
- **80,000+** Visitors in eight years.
- **100+** Co-creators per project and month.
Our solution for finding out what customers – humans – really expect from innovative products, services and business models.

Remember Henry Ford: We are not asking customers what they want. Our innovation guides are talking to everyday people in a feel-good environment. We are engaging with their needs, beliefs, feelings and expectations.

In a scientific manner, we are part of your innovation process. We carve out the things that you need to know for the success of your innovations.
TEST SPACES
Understanding the world of innovation through your customers’ eyes.

IN DETAIL

PREPARATION
No briefings – workshops
Identification of key interests
Planning and realization of white label solutions
Derivation of interview guidelines
Planning of test space elements

OPERATION
5 days a week with innovation guides
Open access for visitors and free coffee
Qualitative semi-structured explorative interviews
100 interviews per month
1-12 months duration

RESULTS
Scientifically sound findings
Qualitative data and patterns analysis
Identification of key insights
Derivation of implications and lessons learned
Presentation of results for innovation success
Frankly speaking, it is logical for us to develop customer services with customers. That’s why JOSEPHS is a very important partner for us on this path.

For us, it's a basic rule to really engage with customers from the very first second. That means being able to inquire from the earliest possible stage what customers expect from the BA, what channels they use to communicate with us, on which devices they do so, and what expectations they have of the services themselves. In this way, JOSEPHS has become a very important partner for us in recent years.
Our mission is protecting people. When it comes to innovation, we have to think about what could happen in the future. We need partners to help us. Because we can’t do everything ourselves. We need people who complement us with their skills. Also, we need to talk to the people we want to protect, because only in this way we can understand the life situation in which they actually need protection. All these things we find here at JOSEPHS.
We have conducted two tests and are overwhelmed by all the feedback. We were surprised that not everything was as clear as we had expected.

We are going into production this year, so the timing at JOSEPHS was perfect for us:
We were able to take in a lot of feedback from visitors and incorporate it directly into our new prototype. Especially with a haptic product like a yoga mat, it is important that users can touch the product and not just fill out a questionnaire as is the case in classic market research.

We have engaged with many young people who we are reaching less and less in the traditional way. This is eminently important for the future [of a media house]. In addition, we have created a great deal of closeness and transparency, to readers, users and also to people who did not know us yet.
TEST SPACES – WHAT’S IN FOR YOU?

Understanding the world of innovation through your customers’ eyes.

- Hassle Free Onboarding and Research Design by Josephs Innovation Specialist
- 100+ Hours of Project Visibility & 2,000+ Minutes of Customer Learning Per Month
- Interim Evaluations, Detailed Result Report & Presentation of Action Implications

- Honest Feedback from Your Potential Customers
- Outside View with No Bias – Josephs as Neutral Entity
- Evidence-Based Insights for Internal Decision Making

- Customer Success Manager for All Questions and Support Throughout Your Testing
- White Label Tests & Complementary Online Testings
- Inspiring Atmosphere, No Market Research
CONTACT
Dr. Benedikt Höckmayr &
Dr. Christofer Daiberl
managing directors
bh@josephs-innovation.de &
cd@josephs-innovation.de
+49 171 3871715
+49 176 70215136