

JOSEPHS®
DAS OFFENE INNOVATIONSLABOR

WHAT WE SHOULD KNOW

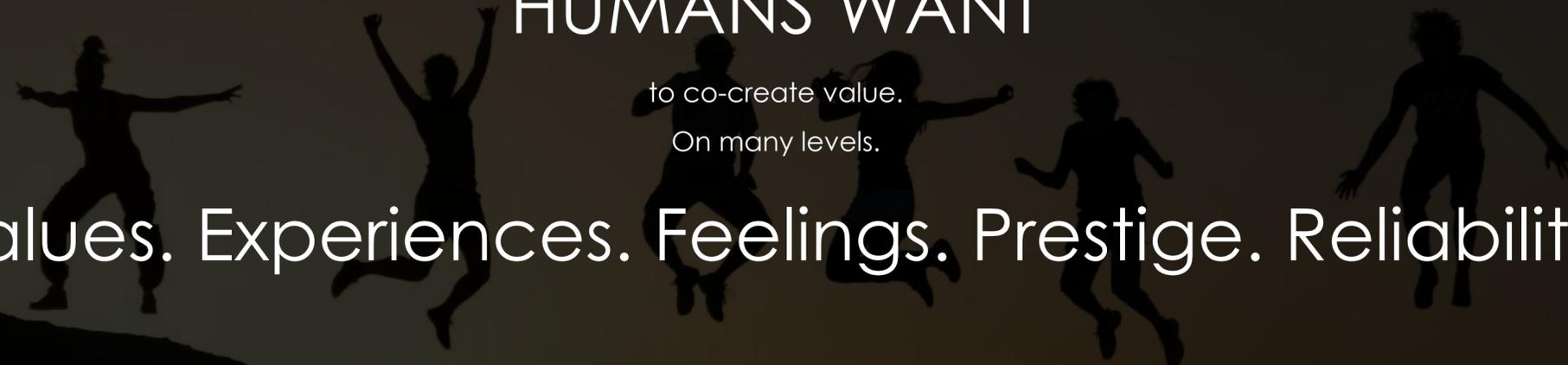
ABOUT CUSTOMERS AND HUMANS

Customers do not want
to buy goods anymore.

HUMANS WANT

to co-create value.
On many levels.

Values. Experiences. Feelings. Prestige. Reliability.



WHAT BRINGS US FORWARD

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!'"*

*Steve Jobs: "The problem is that market research can tell
you what your customers think of something you show
them, or it can tell you what your customers want as an
incremental improvement on what you have, but very
rarely can your customers predict something that they
don't even quite know they want yet."*

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.

GETTING ON TRACK

ABOUT SUCCESSFUL 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.

McKinsey

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

Open Innovation

Design Thinking

Co-Creation with Customers, partners, suppliers

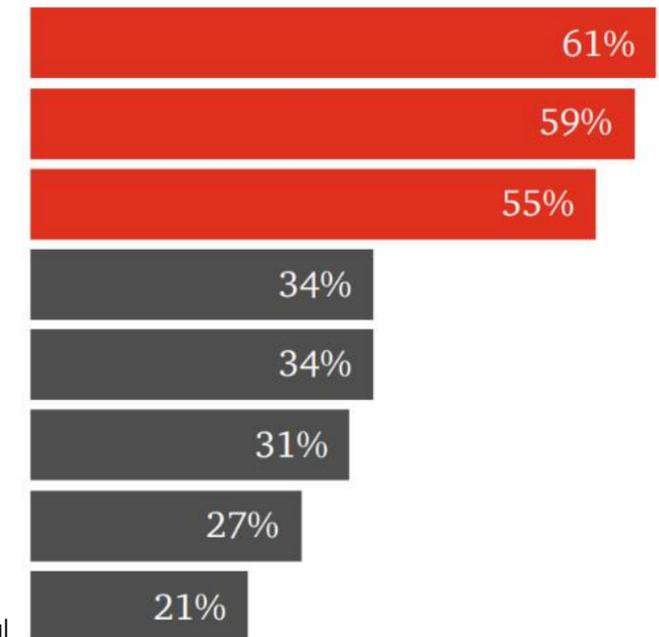
Traditional R&D

Innovating in emerging markets

Taking risks, failing fast, trying again

Internal incubators

Investing in start-ups via corporate venture capital



PWC & BCG

HOW WE HELP

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.



Start Bildschirm

Wählen ein Programm



uvex

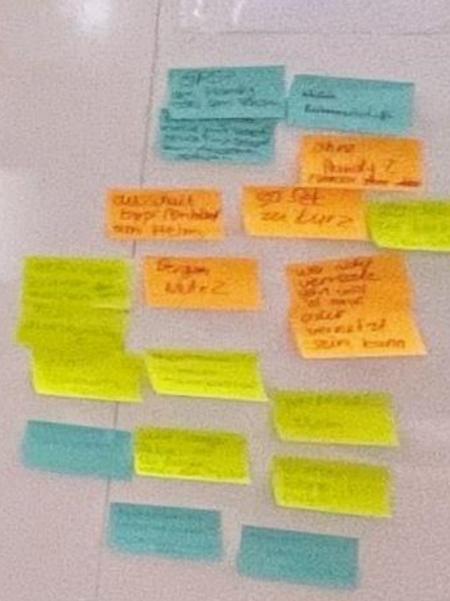


JOSEPHS[®] IXPO
NOVATIONS
LEBNISWELT

WAS VERBINDEST DU MIT UVEX?



WAS GIBT ES ZU VERBESSERN?



JOSEPHS[®] IXPO uvex group

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.



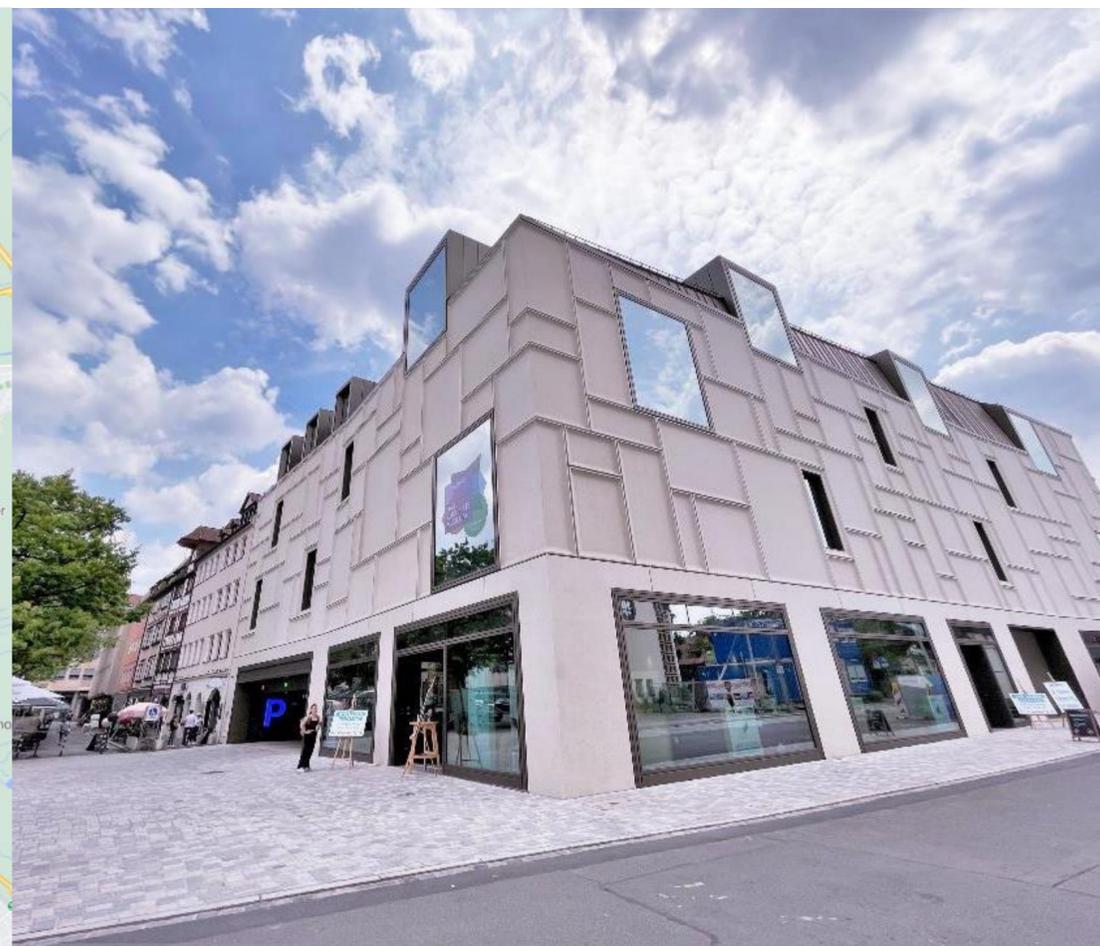
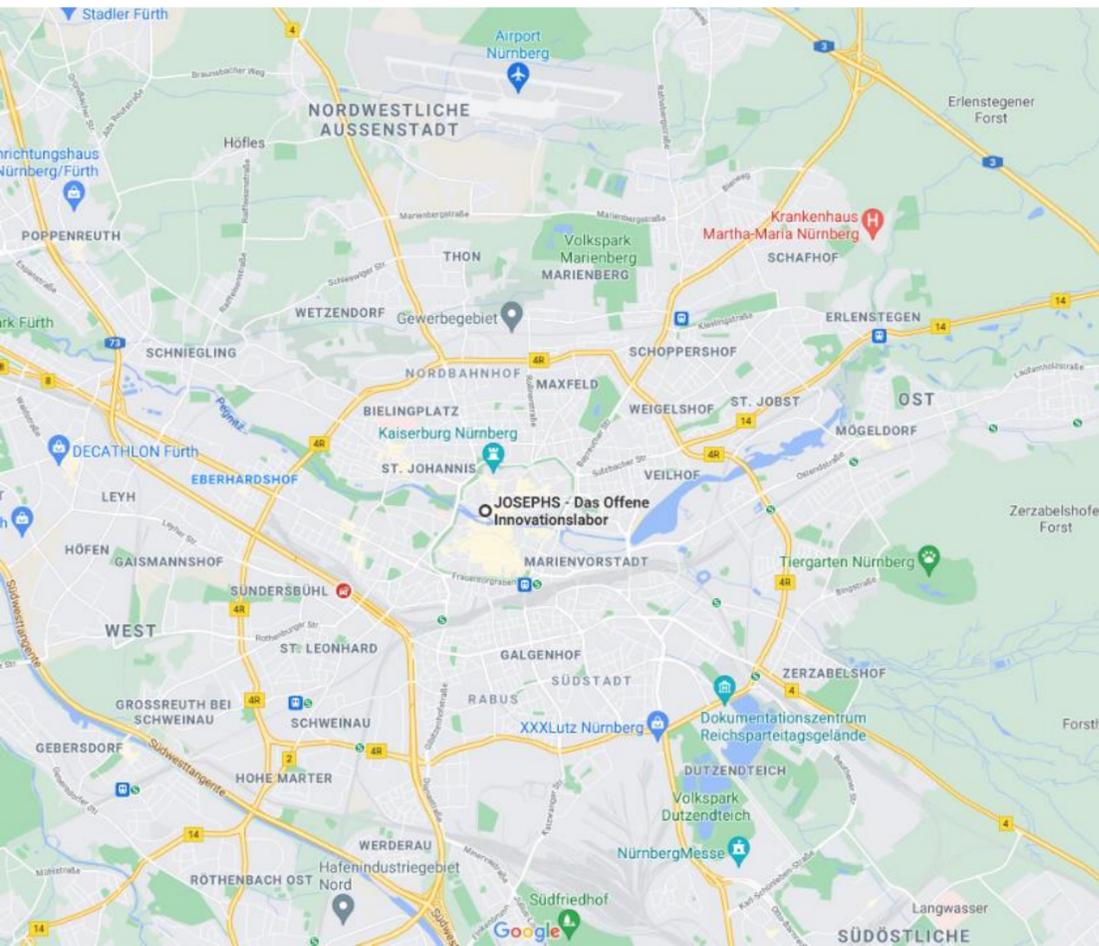
ACCESS

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.



FACTS AND FIGURES

Throughout the years, we have boosted innovation success among numerous companies, institutes and public authorities.



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 PROPOSAL TO YOU

TEST SPACES

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.

IN DETAIL

TEST SPACES

Understanding the world of innovation through your customers' eyes.



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
- 3, 6, 12 months duration



RESULTS

- Scientifically grounded documentation
- Qualitative data and patterns analysis
- Identification of key insights
- Derivation of implications and lessons learned
- Presentation of results for innovation success



MICHAEL ADAM

BUNDESAGENTUR FÜR ARBEIT
PROJECT LEAD

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.



BERND PREUSCHOFF

UVEX
CDO

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.





[hejhej-mats]
sustainable and recycled yoga mats

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 that users can touch the product and not just fill out a questionnaire questionnaire, as is the case in classic market research.

We have conducted two tests and are overwhelmed by all the feedback. We were surprised that that not everything was as clear as we had expected.



TEST SPACES – WHAT'S IN FOR YOU?

Understanding the world of innovation through your customers' eyes.



108+ HOURS OF GUIDES AT PLACE PER MONTH



2.000+ MINUTES OF CUSTOMER INTERACTION PER MONTH



30+ PAGES OF RESULT REPORT & PRESENTATION



HONEST FEEDBACK FROM YOUR POTENTIAL CUSTOMERS



OUTSIDE VIEW WITH NO BIAS – JOSEPHS AS NEUTRAL ENTITY



EVIDENCE-BASED INSIGHTS FOR INTERNAL DECISION MAKING



EXPERTISE OF JOSEPHS IN OPEN INNOVATION & CO-CREATION



INDIVIDUAL INTERACTION SCOPE / WHITE LABEL TESTS



COMFORTABLE ATMOSPHERE, NO MARKET RESEARCH

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