

As a member of the Steinbeis Foundation, we are pacemakers for our customers' innovations. Our aim is to create a profound understanding of perception and decision-making processes in different markets.

Future Experience Groups (FEG)

Challenge

The results of internal innovation and ideation processes are generally new conceptual approaches for product/service or technology ideas that will be placed on the market in the distant future. Companies have to face the challenge of estimating a later market acceptance of their ideas as well as the long-term development of external framework conditions and influencing factors at a very early point in the product life cycle (often Horizon 3 innovations).

Solution Approach

With previous approaches from theory and practice, this dilemma could not be sufficiently addressed, so that ISM has developed a new qualitative evaluation tool, the Future Experience Groups. Together with our partner Rohrbeck Heger, we offer the development, implementation and follow-up of these Future Experience Groups in order to make it easier for companies to structure their assessment of future market characteristics.

Implementation by ISM

Together with our clients, we develop future scenarios in the respective application and industry environment of the innovation idea and develop context-specific evaluation panels (B2B or B2C). In these qualitative FEG settings, selected test persons are confronted with alternative future scenarios. Their potentially expected wishes/problems/conceptions in the specific scenario are collected. Subsequently, the test persons deal with the respective innovation idea within a designed future scenario. The assessments and statements of the test persons are evaluated using qualitative content analyses (Mayring method), afterwards they will be condensed and processed into typical personas. The group-oriented approach produces a valid opinion and we can outline an attitude that allows reliable conclusions to be drawn about the future market acceptance of the innovation. Possibly necessary adjustments can also be identified and thus a development that is not in line with market needs can be avoided. We develop the scenarios, the structure of the study panel (very specific) and the design of the FEG setting, we acquire test persons and moderate the FEGs. We document the statements and evaluate them scientifically.

The results are prepared suitable for management use, so that recommendations for further decisions can be derived immediately.

References

We use instruments from theory and science on the one hand, but enrich them with our extensive expertise from many years of project and practical experience in various industries. Most recently, we successfully carried out such an FEG project for the insurance company Schweizer Mobiliar.

Contact

Our scientific director
Prof. Dr. Marc Kuhn or
our project managers
Anne Köpsel and Daniel
Grühn will be happy to
answer your questions.

kuhn
@steinbeis-ism.de

koepsel
@steinbeis-ism.de

gruehn
@steinbeis-ism.de