Unmet Needs Springboard

* A comprehensive understanding of what are the most pressing consumer unmet needs for your next innovation to solve for. And therefore a clear brief for what innovation direction you should move forward with to unlock most growth. Supported by a host of creative analytical outputs and visualisations to show you how we got there

1.

The Catalyx "Wheel of Need"

This shows all aspects of current unmet needs packaged up in a clear visualisation. Specifically – WHAT is the unmet need, WHY that is a, WHEN this and the EMOTION associated (deep frustration).

2.

Unmet need intensity spectrum

Identified unmet needs mapped on an emotional spectrum for intensity of need.

3.

Jobs to be done Success Scales

Correlation between what jobs are trying to be done (physically &/or emotionally) and the success of doing them.

4.

Putting it all together: Catalyx needs mapping matrix

Mapping of identified unmet needs to determine needs of most volume (most frequently mentioned) and of most value (how impactful/ urgent) the solution would be. This shows which needs are likely to be the most valuable to be addressed.

5.

Compensatory behaviour analysis

Solution/gap analysis between identified hoped for category needs, and current ways of solving them. Also useful to identify possible nascent solutions to build from.

6.

Unmet need solution thought starters

User-generated solution ideas for identified unmet needs – with thought starters for key benefits, point of difference, features/functions, usage, and appearance.
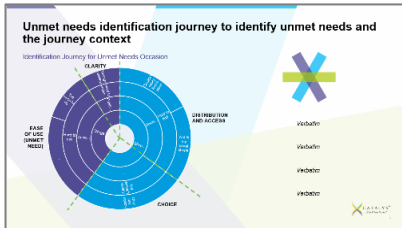
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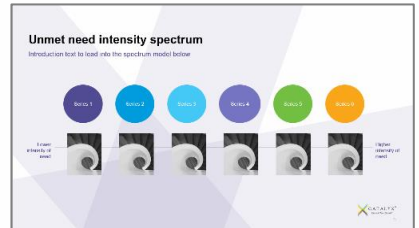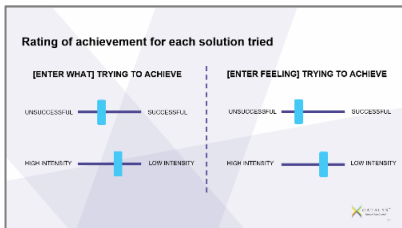
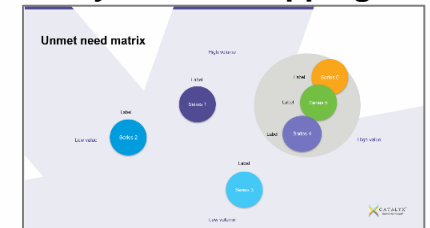## 1. The Catalyx "Wheel of Need"

2. Unmet need intensity spectrum
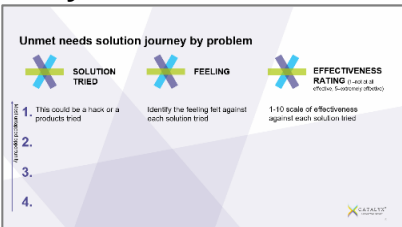

3. Jobs to be done Success Scales

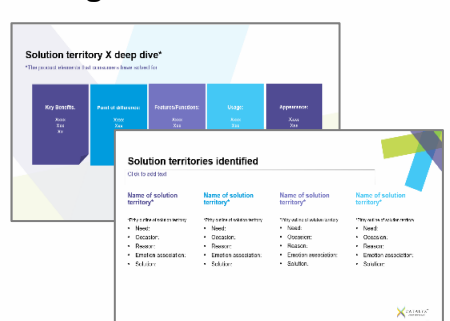## 4. Putting it all together: Catalyx needs mapping matrix

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