

THE PRODUCT MARKET FIT REPORT

WE PUT A REAL PRODUCT THROUGH THE CATALYX
CANVAS PRODUCT MARKET FIT TEST.

Dove Deeply Nourishing
Body Wash



DOES IT DESERVE TO WIN? HERE'S WHAT WE FOUND



IDEAS, BUILT **RIGHT.**[™]



CANVAS: A SMARTER WAY TO PREDICT INNOVATION SUCCESS

Most innovation fails because something hasn't landed right with consumers.

The product might be good, but the true need it's designed to address hasn't been understood well enough, or the execution misses the mark, or the price feels wrong. Any one of these things can result in underperformance and delisting.

Canvas measures Product Market Fit across critical dimensions, so you know **what's driving success and what's holding you back**, before you scale.

**OVERALL
SCORE
62%**



SWIPE TO UNPACK THIS SCORE



IDEAS, BUILT RIGHT.™

 **Catalyx
Canvas**

THE BREAKDOWN

**OVERALL
SCORE**

62%

MID



PLATFORM STRENGTH:

56% - MID

How successful is the product in addressing the consumer need? Does it matter to them? Are other options available, or is there a gap? Do they believe your brand can solve it better than what's out there?

RECIPE PRECISION:

64% - MID

Does your product deliver what it promises? Do the ingredients, claims, pack design, overall experience come together to nail the promise and feel right?

PRICE-VALUE FIT:

48% - MID

Does the price feel fair? Does what you're charging match what consumers think they're getting?

SWIPE TO SEE WHY



IDEAS, BUILT RIGHT.™



THE PROBLEM TO DIAGNOSE: PLATFORM STRENGTH IS MID SCORE 56%

THE CONSUMER NEED

"When I'm taking my daily shower or bath, I want to cleanse and care for my skin with something that feels nourishing and gentle, so I can step out feeling refreshed, comfortable, and cared for."

WHAT WE FOUND

People get what Dove is trying to do. It makes sense to them. But only a specific group of people - those already worried about keeping their skin nourished, really care about it. Everyone else is not that bothered.

BUT HERE'S THE ISSUE

This product sits in "nice to have" territory, not "must have." Sure, people think a nourishing body wash sounds pleasant and agree dry or irritated skin isn't ideal. They like the idea of feeling soft afterward but no one's getting excited about it and the problem it solves isn't urgent enough. The benefit it offers isn't strong enough to make them actually want it over what they're already using. It's not solving a problem people are losing sleep over.



WHAT ELSE DID WE LEARN?



THE UPSIDE: THE PRODUCT ITSELF IS BETTER THAN THE IDEA BEHIND IT (BUT STILL NOT A WINNER)

RECIPE PRECISION: 64%

WHAT WE FOUND

Dove's reputation does the heavy lifting. People trust the brand to care for skin, and the packaging looks clean and premium. But nothing jumps out. The design is fine, but forgettable. And there's a big miss: people can't tell what it smells like. In a category where scent often seals the deal, that's a problem. They want to know what the shower experience will actually feel like.

It's competent. It's not remarkable



PRICE-VALUE FIT: 48%

WHAT WE FOUND

The price doesn't turn people off, but it doesn't persuade them either. They're not saying "too expensive" but "why would I pay this when there are so many other options?"

It's not about whether people can afford it. It's about whether they see enough reason to choose this over everything else on the shelf.

It doesn't feel different enough to justify the choice.

**KEEN TO
KNOW
MORE?**



ENGINEER PRODUCT-MARKET FIT. EVERY TIME.

CANVAS IS THE SYSTEM THAT MAKES INNOVATION
SUCCESS PREDICTABLE.

THREE STEPS. ZERO GUESSWORK:

1 BUILD THE PLATFORM

Lock the consumer need. Make sure it's sharp enough, underserved enough, and credible enough to win.

2 DISCOVER THE RECIPE

Define the optimal product attribute mix. Ensure ingredients, claims, pack, and experience nail the promise.

3 CRAFT THE PRODUCT IDEA

Translate strategy into execution. Prove it wins in market before you scale.

- ✓ Expert-guided ✓ Consumer-validated ✓ Built for speed
- ✓ No more launching & hoping, just ideas built to succeed

BOOK A CANVAS DEMO



IDEAS, BUILT **RIGHT.**™

