

# How Just Spices leverages quantilope's platform to successfully develop new products

What is the key to create new products that properly meet customer needs?

The answer is to involve them in every step of the development process. Which is exactly what Just Spices did. They leveraged quantilope's Agile Toolkit to introduce iterative consumer research into each stage of their development process. In this way, they were able to develop their new product "IN MINUTES", precisely, tailored to customer's needs, in a targeted, well-founded, and efficient manner.



Founded in 2014, Just Spices is a spice manufacturer that offers pure spices and mixed spice blends online and in retail stores. Just Spices currently employs more than 70 people (small to medium-sized company).



## Challenges

Following the success of their spices and creative spice mixes, Just Spices wanted to take the next step by expanding their product range. The goal was to create a product that would enable consumers to quickly and easily prepare healthy dishes by blending fresh ingredients with a spice mix. However, they faced two major challenges. The first was to develop a product in a new category that would align with the Just Spices' brand. The second challenge was to create a strategy to successfully enter a new and highly competitive market.

Up until now, Just Spices had relied on their gut feel to make any major decisions concerning product development. According to founder and CMO Ole Strohschnieder, this was often not good enough: "We have also launched products that we were completely convinced of, but that didn't work well in the market".

In order to make data-driven decisions and learn more about why products are bought or not bought, Just Spices needed to know more about their target group.



## Key questions

- What are my customers' needs?
- How do I position myself successfully in a competitive market?
- What product features does my new product need to have?





## Solution

In order to develop a product tailored to customer needs, Just Spices implemented an iterative research approach leveraging quantilope's Agile Toolkit.

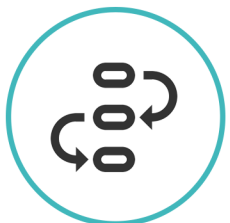


## Agile Toolkits

The Agile Toolkits are, as the name suggests, "toolboxes" consisting of a series of flexible tools and methods. Tools can be combined with each other and are put in a reasonable order where the results of the previous step are directly included in each subsequent step.

The concrete order of the tools can be seen as an orientation aid. Depending on the question and result, steps can be skipped, adapted or repeated.

The Innovation Toolkit is designed to help brands create better products by including the customer in every step of development, resulting in an optimized, target-oriented, new product.



## Procedure

Ole, as both the founder and CMO, was particularly keen to achieve valid research results without wasting valuable time. "The biggest fear at the beginning was that this procedure would slow down the process. But very soon we realized that the Agile Toolkit was extremely fast."

### Extract from Just Spices' product development with the Agile Toolkit:

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#### Category Explorer

The first tool Just Spices used was a *Category Explorer*, to uncover the unconscious associations with the category (*homemade food*) and the existing main competitors on the market. The first study showed that the main competitors evoke almost the same associations among the target group as the category, and thus cover the needs of the target group already very well.

However, there were some associations which showed significant differences between the category and the main competitor, providing important insights that Just Spices used to position itself in the market. This first step solidified that consumers have a need for *reason* and *health* in relation to the category.

2

#### Need Prioritizer

The second tool used was the *Need Prioritizer* to identify the product features that would appeal to consumers most. In this case, the need for *reason* and *health* (such as natural ingredients, low calories, organic ingredients) were prioritized by consumers via Maximum Difference Scaling\*. The findings about the most important product features were incorporated into the next step.

"In the beginning, I thought I was 100% sure which feature had to be written on the front of the new product. Surprisingly, it was not voted first by the customers."



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### Idea Screener & Concept Tester

From the results of the previous stages, a number of product concepts were developed. These ideas were reduced to the top 3 concepts with the help of the *Idea Screener*. Each concept was evaluated in terms of purchase intent, liking, brand fit and willingness to pay in order to determine the concept with the greatest potential. Using the idea screener, Just Spices was able to identify a clear winning concept.

"Up until now we used to discuss all of our ideas internally, which was a long process. But using quantilope's Agile Toolkit, we were able to simply ask the consumers in the market about what they really thought."

In order to identify the *why* behind the winning concept, an automated driver analysis\* was used to determine which levers (e.g. "stands for health" and "stands for naturalness") are most important for the success of the concept, and where there is still room for improvement. On the basis of these results, the winning concept was further optimized.

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### Name & Claim Tester

In the *Name & Claim Tester*, various names and claims were tested with regard to liking, purchase intent, brand and product fit. This step resulted in the name IN MINUTES and the related claim.

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### Market Simulator

The next step was to fine-tune the product to make it ready to market. With the TURF analysis\*, the best combination of IN MINUTES varieties was determined in order to reach the largest possible target group. Using a conjoint analysis\*, the optimal conditions of possible discount campaigns, packaging formats (can, bag, etc.), and prices were determined. Just Spices gained valuable and valid insights in a very short time. From an understanding of the category and the customer needs, over concrete product characteristics, up to a fully developed concept with an ideal name and Claim.



### Results

Using quantilope's Agile Toolkit, Just Spices was able to develop the optimal product by systematically involving customer needs and opinions into their entire product development process. With IN MINUTES, Just Spices has launched another successful product that meets the need for *reason* and *health*.

"The Agile Toolkit accompanied us from the first rough idea to the marketable product. Therefore, the product development was goal-oriented and much faster than expected. We had the results for each step after 1-2 days".

Ole Strohschnieder - Founder & CMO of Just Spices.



Contact us and find out for which questions our Agile Toolkits are particularly suitable, and which added value they can offer your company.

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