

Identifying Hidden Needs Creating Breakthrough Products

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Identifying hidden needs: creating breakthrough products Ideas are stimulated by problems. In the business context the most fundamental problem is "what do our customers (internal or external) actually need?"

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Most experts fail to explore the foundation of innovation: research. Authors Keith Goffin, Fred Lemke and Ursula Koners believe most new products fail because they are not based on research that uncovers consumers' "hidden needs."

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Too many new products fail. New products which are hard to differentiate from existing products won't capture the customer's imagination. The failure is due to a poor understanding of customers' needs. Companies need to take a radical approach to identifying customers' real needs, and this book demonstrates innovative ways to achieve this.

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