

OptionDeveloper™

Guide the development of optimised products and services from features or components.



Why OptionDeveloper™?

OptionDeveloper™ will enable you to:

- Develop optimised products or services, including multiple features or 'bundled' components
- Gauge against benchmarks, to optimise your business impact
- Explore alternative scenarios via an easy-to-use Simulator

When you are looking to maximise your business with...

- New Product Introductions
- Product Reconfigurations, Bundling Products and/or Services
- Pricing Action
- Package Options
- Targeting Segments
- Communication of Key Benefits
- Competitive Environment

What makes OptionDeveloper™ different?

The analysis...

- OptionDeveloper™ provides an Excel-based Simulator to identify Optimal Configurations and evaluate Alternative Configurations in a customised analysis.
- It's a simple point-and-click program where you just click on the various options/features to be included in your product or service.
- By including your Current offering and key Competitive offerings, you can benchmark the Optimal Configuration and Alternative Configurations against the marketplace.
 - Are you gaining competitive share with a new configuration?
 - Are you meaningfully improving on your current position?
 - Are you drawing in new consumer targets? »

How does OptionDeveloper™ work?

OptionDeveloper™ analyses typically employ a layering approach.

- **Determine the critical variables:**
We identify the variables that are most critical to your target's decision process, based on consumer choices.
- **Build the 'Foundation' layer:**
We explore scenarios guided by the hierarchy of drivers and elasticities.
- **Layer in options:** We identify the options of less critical variables that will heighten consumer choice.
- **Result:** Configurations that offer the best chance for success. But we don't stop here.
- Your current offering or competitive offerings serve as a benchmark for how we approach optimal configurations—to better reflect market situations.
- Our final recommendations are built around a balance of anticipated market response coupled with your cost of doing business.

What does OptionDeveloper™ deliver?

From simple product development issues to highly complex product or service bundles, OptionDeveloper™ has the flexibility to address your business problem because it...

- Reveals the critical dimensions that most influence consumers' choices.
- Identifies optimised product or service configurations that lead to the highest level of consumer interest.
- With an easy-to-use Excel-based Simulator you can consider alternative scenarios that may result from technical or financial constraints on the optimal configurations. OptionDeveloper™ allows you to assess your potential options against the appropriate benchmarks you've included.

Case study

Developing a new line of herbal teas.

Our client had several directions to explore for this new product: Brand Name, Product Form and Delivery System, Counts/Prices, Positioning and specific Benefits. Logical configurations were required, that is, consumers only saw combinations where the product form and delivery system were synchronised, where the specific benefits would fit with the name and the positioning, and so on. OptionDeveloper™ was able to identify the most important aspects for herbal tea. Then, layering on the secondary variables that were impactful on consumers' choices, we were able to heighten consumers' interest in buying from 36% to 48%. In the same way as with the primary and secondary variables, we layered in the top level of each additional variable, always building on the preceding layer. The final layering resulted in 68% of consumers expressing interest in this 'optimal' configuration. ●

