



### **Opportunity Discovery: Uncovering Hidden Needs**

Traditional market research provides a limited lens through which to identify new opportunities. PARC's Opportunity Discovery program takes market research several steps further—revealing hidden customer needs, developing prototypes and mock-ups for new technologies, and testing concepts in their market context.

### **Beyond Surveys**

The program begins with socio-technical approaches pioneered by PARC ethnographers. Teaming with technologists from selected fields, ethnographers delve into the customer segment or market of interest identified by the client, using techniques that go beyond traditional data analysis and focus groups. Through *in situ* observation, video recording and analysis, structured brainstorming, user studies, scenarios, and other techniques, the PARC team builds a profile of customer needs and preferences. These needs and preferences are often ones of which customers themselves are unaware.

At the end of the Opportunity Discovery program, clients receive a full summary of relevant customer practices, market trends, and recommended technology directions. These range from simple product improvements to breakthrough opportunities that require new technology development. Clients may elect to take findings to the next step through a sponsored research engagement with PARC.

### **First Steps**

Working with an organization like PARC is a new experience for many companies. This program is one of several options PARC offers for limited-term engagements, or "first-steps," through which clients can explore the value of working with PARC and develop a launching point for further collaboration.

# DNP

### **Dai Nippon Printing Co., Ltd. (DNP)**

PARC scientists were recently invited to identify a new market and new media technology for Japan-based Dai Nippon Printing Co., Ltd. (DNP), one of the world's largest comprehensive printing companies (with a wide range of businesses including publication printing, commercial printing, network business, packaging, and electronic components). PARC scientists engaged in structured brainstorming with DNP to generate disruptive technology ideas, and also traveled to Japan to conduct customer-and-opportunity studies.

After analyzing, filtering, and combining the results of these exercises, PARC scientists helped select, evolve, and refine the vision for a new technology solution. They then rendered this vision as a conceptual prototype, and evaluated it with representative target users through realistic walkthroughs of its functions in Japan. Feedback from prospective users enabled PARC scientists to further develop this prototype into a highly attractive and unique technology concept.