PARC Innovation Services
Innovation is human nature

Do we dig deep enough to uncover not just what our customers say they need, but what they really want?

How do we combine the expertise of management consultants, technologists, and social scientists?

Are we working on the right opportunities?

How can we better solve the right problems?

Breakthroughs may be born in the lab or boardroom, but they live or die in the marketplace – where people determine their real-world value through actual use. That’s why PARC’s approach to innovation places as much importance on people as it does on technology. We help companies understand how human beings interact with – or want to interact with – the world around them.

PARC introduced ethnography, the naturalistic study of human behavior in context, into the realm of technology innovation. Today, our social scientists bring human-centered insights to projects spanning a variety of disciplines and application spaces, breaking down the silos that commonly separate research, engineering, social science, design, and business strategy.

By deepening your understanding of the customers and users who will determine your success in the market, PARC is uniquely suited to help you:

Identify unmet needs in the marketplace

Recommend innovation practices that work

Introduce products and services that sell
Innovation is essential to the health and growth of your enterprise. And a deep understanding of human perception and behavior in practice is essential to profitable innovation.

PARC draws on human factors insights to help you identify unmet needs and create offerings in new and existing markets.

We combine the capabilities of an R&D lab, a usability research firm, an industrial design agency, and consumer behavior experts. With such cross-disciplinary perspectives focused simultaneously on your objectives, you can discover and validate concepts faster, gain early market advantage, or leapfrog your competitors.

If it's true that companies, even product development ones, are not selling a product so much as an experience, then why isn't experience testing as prevalent as product testing? At PARC, we believe it should be. And for our clients, it is.

PARC provides human factors insights – and concrete recommendations – that help ensure your product and service innovations will be well-received in the marketplace.

Our multidisciplinary project team provides unique perspectives on the ideation, testing, analysis, and refinement of offerings. The result is human-centered products and services more likely to win raves from customers, users, partners, and investors.

The ultimate path to maximizing your innovation potential may not be through a new product, but through new internal processes and models.

PARC works across your internal silos to help you uncover how your organization really innovates and selects what projects to work on. Because ultimately, these business processes are human-centered processes.

We draw on a deep understanding of human behavior, organizational culture, and technology to help implement innovation practices that work. Working with PARC effects the kind of change that helps accelerate time from ideation to implementation, and aligns innovation outcomes with business impact.
the PARC difference

One-stop Shop
Technology innovators looking for help with human-centered or social-science research are met with overlapping and confusing vendor categories: R&D labs, industrial design firms, ethnographic researchers, and innovation consultants, among others. Our clients avoid this dilemma and get the best of all worlds because PARC combines the savvy and experience of all of these entities into a single organization.

Real-world ROI
Our team of experts are not only thought leaders, but also practitioners and pragmatic problem-solvers. PARC’s track record of technology platforms and innovations in use today demonstrates that we define success as business impact. Going beyond insights, we provide our clients with practical, actionable steps that have bottom line impact.

Scientific Rigor
This is not “science lite.” Our social scientists do deep research and have world-class credentials in their respective disciplines. Furthermore, PARC helped pioneer the field of corporate ethnography and has created – and continues to create – new methodologies that advance the field. Our clients benefit from the latest methods adapted or developed to solve their problems or needs.

Multidisciplinary Team
We work at the intersection between social science, technology, and business. Customizing the skill set brought to bear on solving each client challenge, PARC provides access to more than 170 top-notch social, physical, and computational scientists, engineers, and ethnographers – as well as our business experts – from diverse backgrounds and cultures. No other single organization puts so much cross-disciplinary brainpower into your hands.
“The findings were persuasive and the process was efficient for our needs – we would gladly work with PARC again.”
Crysta Metcalf, Manager of Experience Research, Motorola Applied Research Center

“The ethnographic approach was significant. PARC is able to create original solutions and develop prototype systems that exceed the ability of competitors.”
Fumio Saito, General Manager, Dai Nippon Printing Co., Ltd.

“By partnering with an outside institution like PARC, it forced us to consider ideas that might have been dismissed had they been born internally.”
Dr. Hitoshi Matsumoto, President, Fujitsu Laboratories of America

“PARC has a practical recipe for working in commercial arrangements.”
Brad Wurtz, President and CEO, Power Assure

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