

## Identifying Hidden Needs Creating Breakthrough Products

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Identifying Hidden Needs Book Subtitle Creating Breakthrough Products Authors. K. Goffin; F. Lemke; U. Koners; Copyright 2010 Publisher Palgrave Macmillan UK Copyright Holder Palgrave Macmillan, a division of Macmillan Publishers Limited eBook ISBN 978-0-230-29448-6 DOI 10.1057/9780230294486 Hardcover ISBN 978-0-230-21976-2 Softcover ISBN 978-1-349-30531-5 Edition Number 1

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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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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.

### Identifying Hidden Needs | SpringerLink

In this interview, Keith Goffin, Professor of Innovation and New Product Development at Cranfield School of Management in the UK, talks about his latest book Identifying Hidden Needs: Creating Breakthrough Products (Palgrave Macmillan November 2010), and discusses the best methods for identifying unmet and hidden needs and the ways to translate these into breakthrough products.

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### Identifying Hidden Needs : Creating Breakthrough Products ...

Another very effective technique for identifying hidden needs is ethnographic market research. This is based on the scientific methods developed in anthropology for understanding culture. When applied in a market research scenario, ethnography unveils both latent customer needs and the cultural drivers of product usage (be they

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