

What is LEGO SERIOUS PLAY?



The LEGO®SERIOUS®PLAY method is a thinking, communication and problem solving technique for groups



LEGO SERIOUS PLAY is based on the belief that there is vast untapped potential in the people in organizations and those people have the imagination to resolve most serious issues

Selected Clients

Novo Nordisk (pharmaceutical)

Microsoft (technology)

New Balance Athletic Shoes (consumer goods)

Unilever (consumer goods)

Pfizer (pharmaceutical)

Vestas (energy industry)

BASF (chemical)

Chandler Chicco (advertising)

Fedex (transportation)

Swiss Telecom (telecom)

Oracle (software)

Yahoo (media)

A traditional Meeting





A LEGO SERIOUS PLAY Meeting

The Difference

Lean Forward Meeting



100% Participation

Lean Backward Meeting



20% Participation

What is the Benefit?



Lean Forward Meeting



- more participation
- more insights
- more ideas
- more passion, ownership and commitment
- better results



“I can not understand why our new business model does not work?”

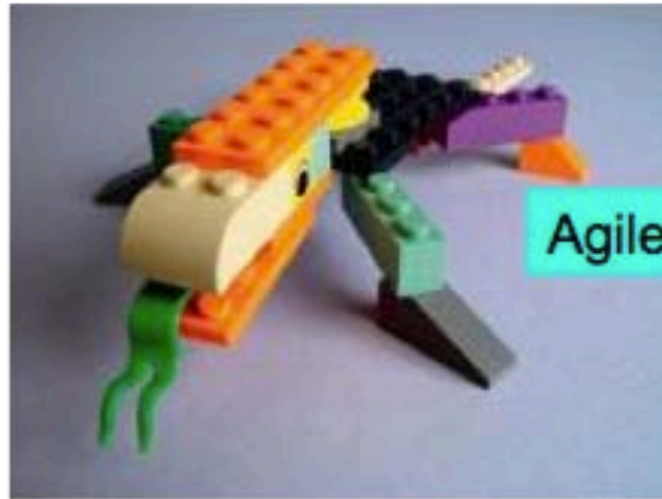


“We have to change our traditional ways of thinking about the customer?”

The LEGO SERIOUS PLAY Method uses the power of metaphors

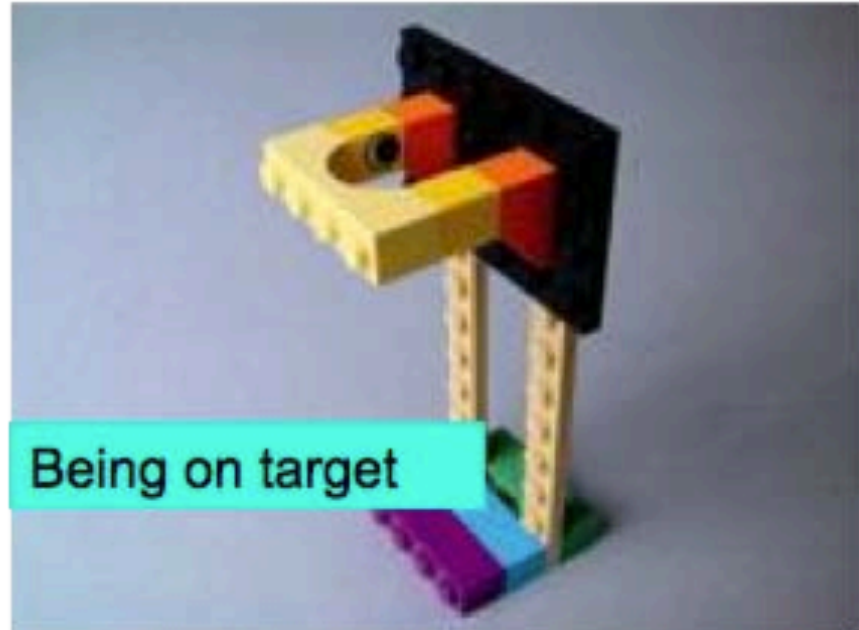


Carrying a heavy work load



Agile leadership

Staying under the radar



Being on target

In LEGO SERIOUS PLAY You Build Models with Meaning

Product Development Case Story

Integrated Product Development

- from consumer insights to concept specifications

THE INTERGRATED PRODUCT DESIGN TEAM

Yaw Nsaroh	MKT	Africa
Lynn Cowie	R&D	Africa
Rudi Hefkamp	R&D	Global - Europe
Patricia Neves	Formulation	Global - Latam
Jansina Garcia	Formulation	Global - Latam
Leila Silva	Formulation	Global - Latam
Priscila Gusson	Packaging	Global - Latam
Marilia Guilherme	Risk management	Global - Latam
Rita Dudziak	Consumer expert	Global - Latam
Gabriela Jacob	Consumer expert	Global - Latam
Bruno Jorge	Design	Global - Latam
Fabiola Lima	Design	Global - Latam
Patrice Caceres	Packaging skin care	Global - Latam
Javier Hamlin	Sensorial cues	Global - Latam
Flavio Ackel	Marketing OMO	Latam (TBC)

Consumer insights ➤ value proposition ideas ➤ to concept ideas ➤ concept specs

The Market



Market and Opportunity

Powder detergents for the African market

Product use: Hand washing of clothes



Objectives for 2 day kick-off session using LEGO SERIOUS PLAY (LSP)

1. Build an integrated and committed **team**
2. Unleash the team's full creativity into **4 – 5 big, cohesive product proposition stories and concept specifications**
3. Approach the challenge in a holistic manner both from the **consumer perspective and from a development perspective**
(Integrated product design – IPD)
4. **Build on the results achieved** with pilot project

Process for the 2 days with LSP LEGO SERIOUS PLAY

Step 1: Building the team

Step 2: Unleashing consumer insights

Step 3: Discovering proposition territories

Step 4: Synthesizing insights into product stories

Step 5: Identifying story and concept enablers

Step 6: Building the full story and concept

Step 7: Extracting real time strategies for decision making

Step 1: Integrating the Team (16)

Question 1: Which qualities does the team need for the task ahead?

Question 2: What do YOU bring to the team?

Step 1: Integrating the Team (16)

Question 1: Which qualities does the team for the task ahead?

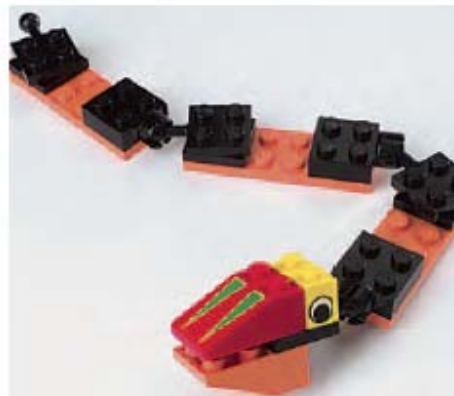
Question 2: What do YOU bring to the team?



avoid going in circles



create a friendly product



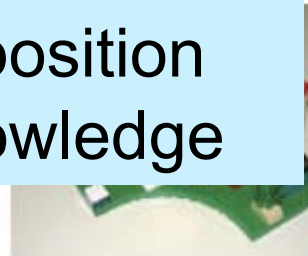
be dynamic, flexible, move fast



catch the opportunities

Step 2: Unleashing consumer insights

Each of the 16 participants build their consumer value proposition based on their market knowledge



Be certain about general cleaning delivery. Influence her to try something new



Less pain – more gain. Cleaner clothes with no rubbing. Energetic soak plus. No damage to your hands



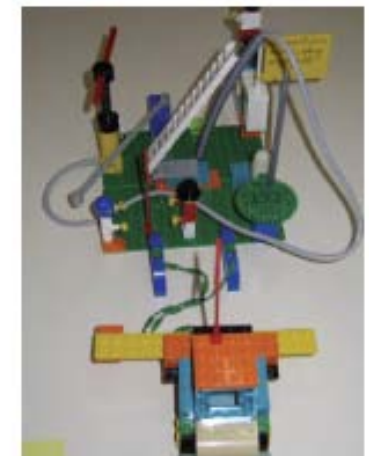
Your friend takes the hassles away



DIG – connecting the worlds



Easier, quicker and more pleasurable wash



Different from today. Easy, enjoyable

Step 2: Unleashing consumer insights



*Be proud of the result and feel relaxed
and Comfortable*

Step 2: Unleashing consumer insights



New way to reach the main result – and feel Good after



Wet-bing, before, during and after the Washing



Over the rainbow



*Clean & Care. For you and your clothes.
Feel it during wash*



*Washing clothes = giving
clothes a shower.
Shampoo = detergent.
Hair cond = fab. cond.
Music = music*



A pleasant washing experience



*Laundry humanized, balance between
technology and friendliness to nature*



*Be proud of the result and feel relaxed
and Comfortable*



*Sensations in the solution will transport you to a
world of freedom*



*Feel like you are playing while
Washing and time flies*

Step 3: Discovering proposition territories

From 16 story ideas via 4 proposition territories to 4 big product concept stories



Visibly better washing results
Takes the hassles away
Less pain – more gain
Proud of result and relaxed
Different from today and easy

Clean and care
Clean and care for you and clothes
Like giving your clothes a shower
Influence to try something new

Attitudes to cleaning
Laundry humanized
Easier, quicker, more pleasurable
New way to main result
Well-being before, during and after A pleas

Perceived more enjoyable washing process
Over the rainbow
Feels like play, time flies
Sensations to a world of freedom
Connect the worlds

Step 4: Synthesizing insights into product stories



LESS PAIN – MORE GAIN
"I love this product because it makes it easier for me to wash clothes and I have more time for enjoying my children."



LIKE A SHOWER
"I love this product because the entire experience is like giving my clothes a shower where I can enjoy the soft feel, pleasant fragrance, and cleansing sensation."



FEELS LIKE PLAY
"I enjoy washing with this product so much it feels like time flies."



DIRT IS GOOD AND CLEANING IS BETTER
"With OMO cleaning is now better than ever before. This product leaves my clothes smelling like heaven."

Step 4: Synthesizing insights into product stories



LESS PAIN – MORE GAIN

“I love this product because it makes it easier for me to wash clothes and I have more time for enjoying my children.”



Step 4: Synthesizing insights into product stories



LESS PAIN – MORE GAIN
"I love this product because it makes it easier for me to wash clothes and I have more time for enjoying my children."



LIKE A SHOWER
"I love this product because the entire experience is like giving my clothes a shower where I can enjoy the soft feel, pleasant fragrance, and cleansing sensation."



16 ideas ➤ 4 groups of ideas ➤ 4 concepts



FEELS LIKE PLAY
"I enjoy washing with this product so much it feels like time flies."



DIRT IS GOOD AND CLEANING IS BETTER
"With OMO cleaning is now better than ever before. This product leaves my clothes smelling like heaven."

Step 5: Identifying story and concept enablers

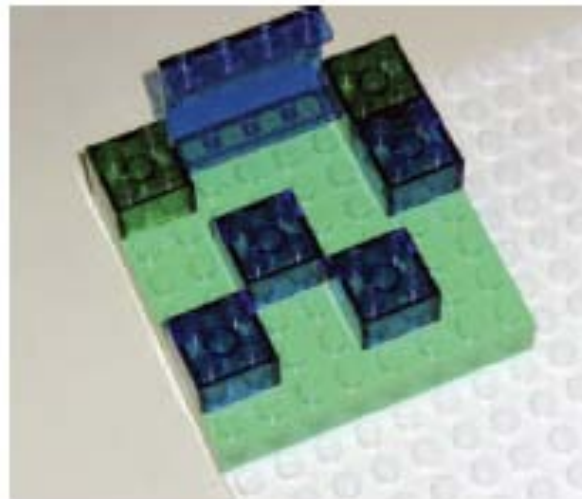
Concept IV

LESS PAIN – MORE GAIN

“I love this product because it makes it easier for me to wash clothes and I have more time for enjoying my children.”



Easy rubbing/little rubbing



Quick foaming



Quick rinse

Step 5: Identifying story and concept enablers



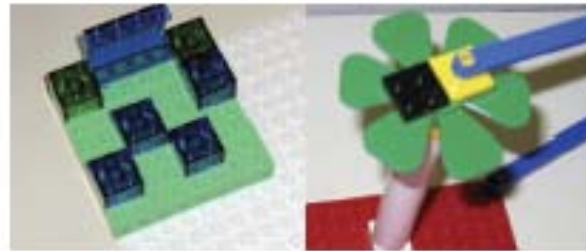
1

The consumer is central to this story. We start with the "hardworking elephant" which makes rubbing and scrubbing easier for the user, and this is a high priority. There is a solid junction that connects the elephant with the main story so when this moves the whole concept moves with it. It is very close and very important to the central story.



2

Over here on the packaging side, the junctions are more flexible and further away because there needs to be an enormous amount of freedom for the packaging. You can see that these two packages are different, but they're still connected to one another.



3

Easy rinsing is another important part of the story so it should stay connected but still have some freedom to move. It shares an almost solid junction with the easy foaming part of the story so whatever happens to one will happen to the other. They have a great deal of interdependence.



4

There's another aspect of the packaging story over here. It's packaging that could be re-used for children's play toys, for example. Its connection to the central story has to be flexible because there would be almost no movement to the central story if this part moved.



5

We put the visual cues rather close in because we think they are very important to the consumer's experience. But, there is a chain that connects them to the central story so if you pull very hard, or move too far from it, these visual cues will fall over.

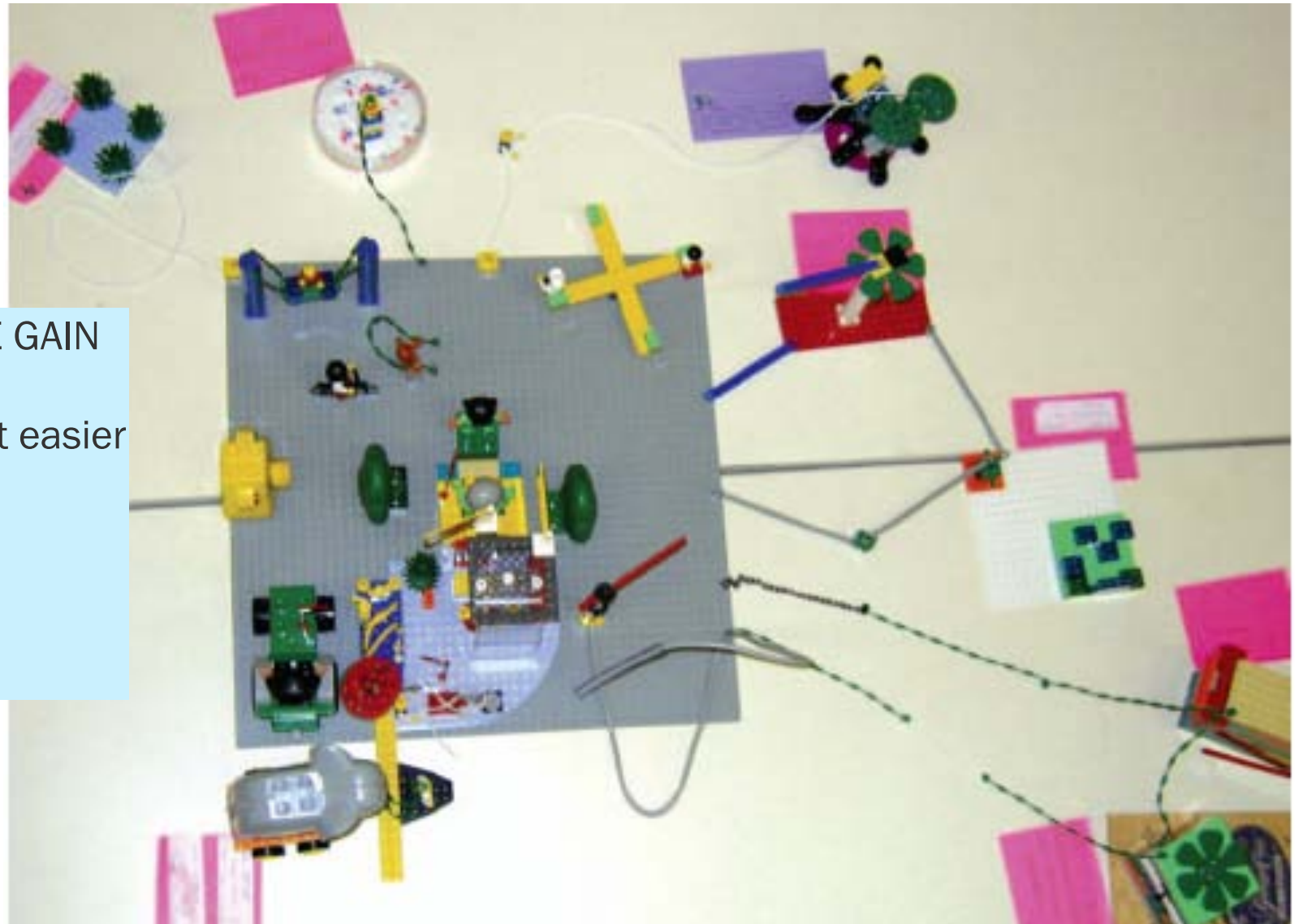
6

We felt that natural ingredients were a high priority so we placed them relatively close in. Its connection would have to be very flexible because it would not be strong enough to move the whole concept with it.



Step 6: Building the full story and concept

LESS PAIN – MORE GAIN
“I love this product because it makes it easier for me to wash clothes and I have more time for enjoying my children.”



Consumer insights

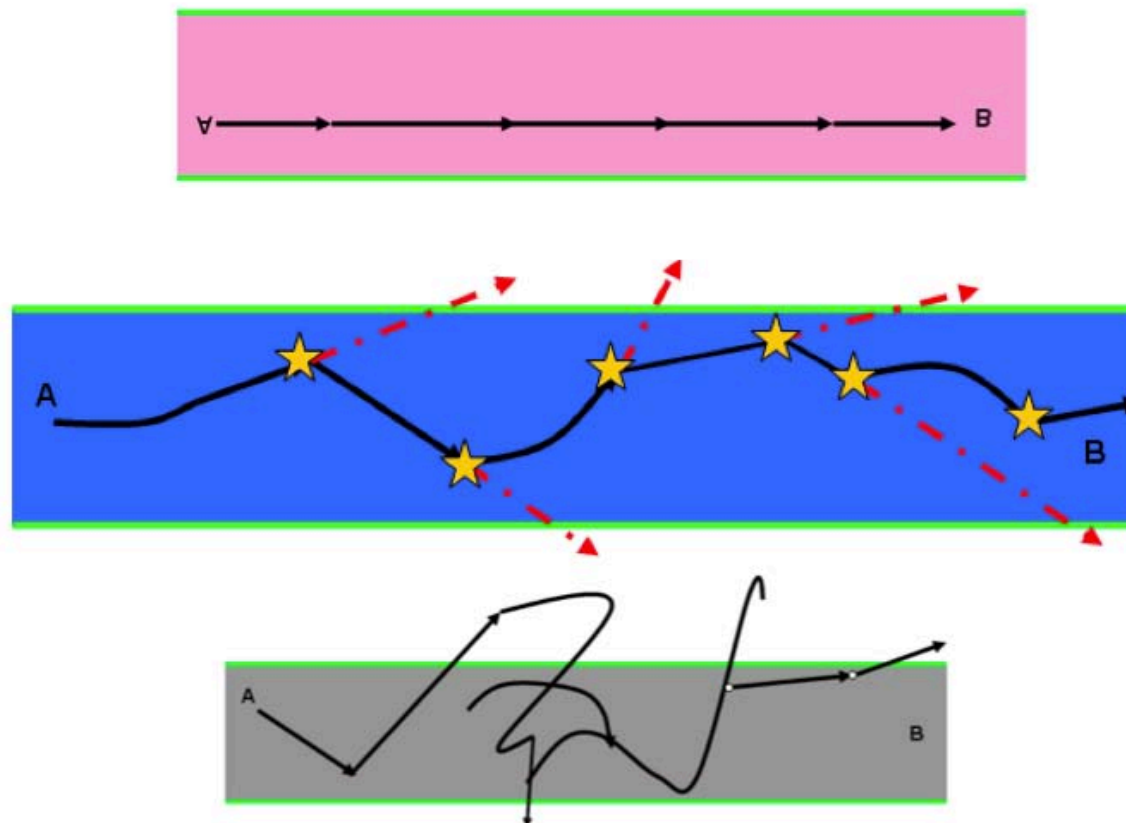
value proposition ideas

to concept ideas

concept specs

Step 7: Extracting real time strategies for decision making

The team's real time strategy for staying on track with the project and continuously move forward with speedy, high quality DECISION-MAKING.



Overview of process for the 2 days with LSP

Step 1: Building the team

Step 2: Unleashing consumer insights

Step 3: Discovering proposition territories

Step 4: Synthesizing insights into product stories

Step 5: Identifying story and concept enablers

Step 6: Building the full story and concept

Step 7: Extracting real time strategies for decision making

Consumer insights

value proposition ideas

to concept ideas

concept specs