



# SEMIOTICS IN THE INNOVATION PLAYBOOK

We explain the potential role and contribution of Semiotics as an insights methodology to the innovation process & playbook

## STEP 1

### Exploration

**Qual / Design Research:**

Identifying the stated and latent needs as well as pain points of consumers as the starting point for innovation.

**Semiotics:**

Reading of culture-category discourses reveals trends, codes, shifts of meaning as well as insight into latent needs.

### Ideation

## STEP 2

**Qual Research:**

Workshops among creative and trendsetter consumers to develop ideas into workable prototypes.

**Semiotics:**

Code Based Ideation: Challenging vs. conforming to codes as direction for innovation.

## STEP 3

### Solution Design

**Qual / Design Research:**

Iterative consumer feedback for evolving the solution to make it completely user friendly. Concept testing.

**Semiotics:**

Knowing the signs & symbols enables designers to integrate functionality, form and meaning.

### Testing & Feedback


## STEP 4

**Qual / Quant Research:**

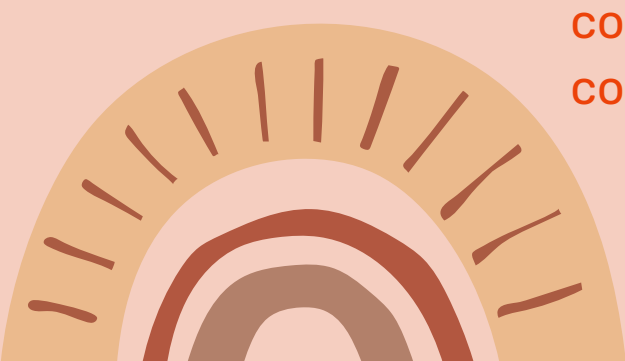

Consumer testing to predict likely acceptance and success of the concept-product-packaging.

**Semiotics:**

Expert assessment by Semioticians of packaging design and other stimuli, in relation to category codes & culture



Expert viewpoints to complement the consumer viewpoint.



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## STEP 5

## Launch



This is a space for marketing orchestration. No role for Semiotics or Insights Work.

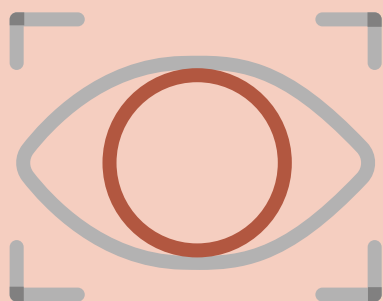
## Tracking

## STEP 6

### QUAL & QUANT RESEARCH

This is a space for quantitative tracking and qualitative research to assess performance and course correct where required

This is a space for conventional Qual & Quant research. Semiotics has no role to play.



The Lens on Innovation determines the Starting Point

1. Consumer Need as the Starting Point
2. Brand Equity & Stretch as the Starting Point
3. New categories as the Starting Point

By bringing the category and cultural perspectives to the Innovation Process, Semiotics enriches the process and improves the chances of success.

While focus on the consumer is important, in the ultra-competitive markets of today, knowing category codes & the discourse is also necessary to be successful.

To know more about Semiotics,  
visit [www.leapfrogstrategy.com](http://www.leapfrogstrategy.com)