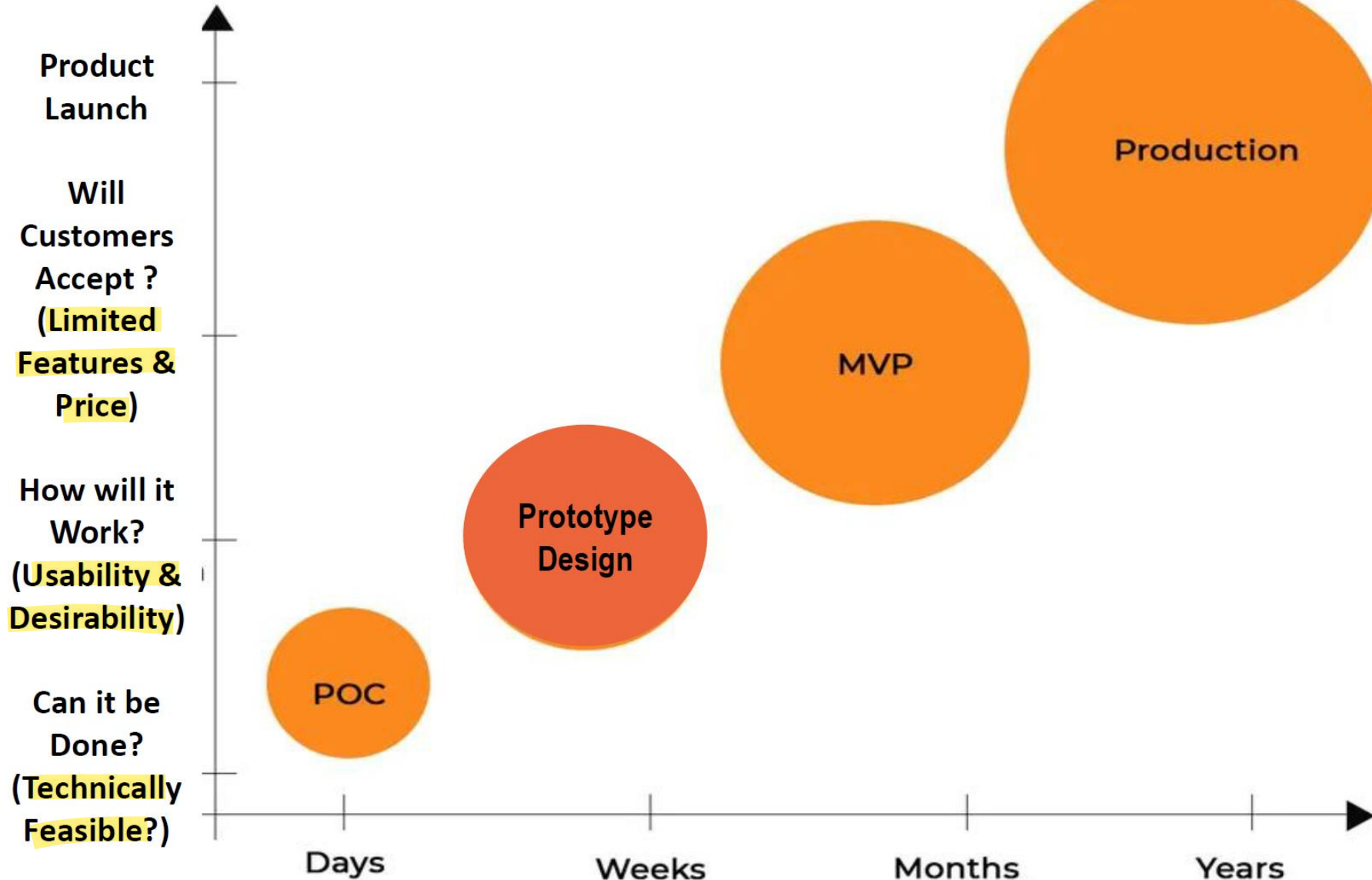


## **New Product Development (Phases)**

### **30<sup>th</sup> Sep 2024**

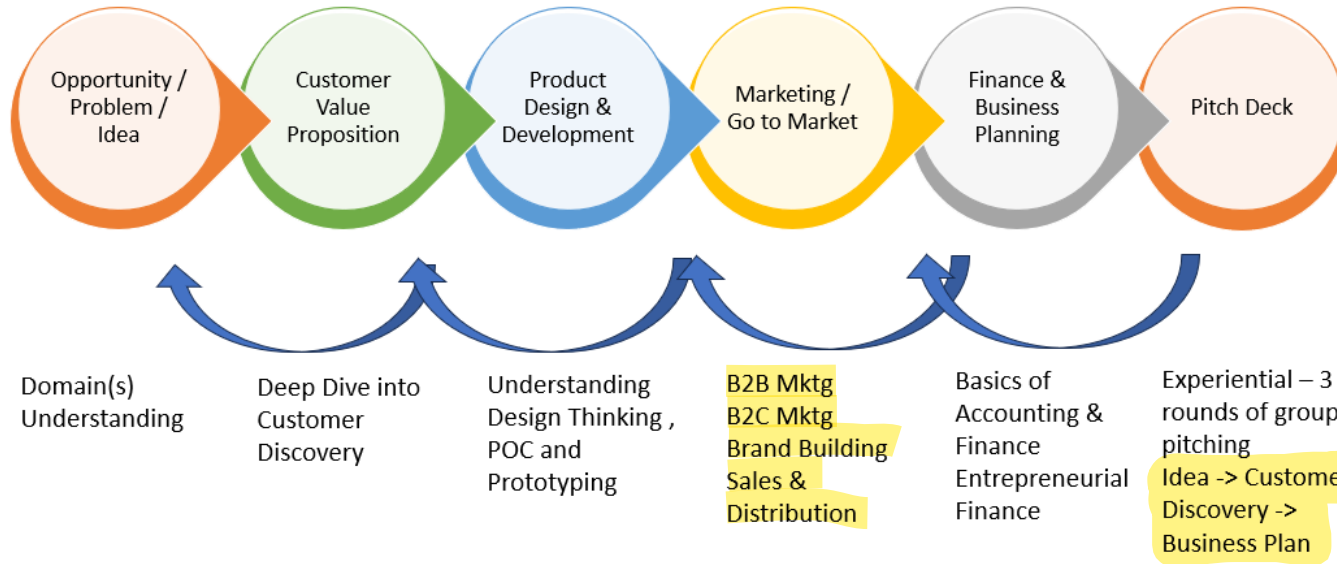
# Concept to POC to Prototype to MVP

## STAGED PRODUCT MANAGEMENT

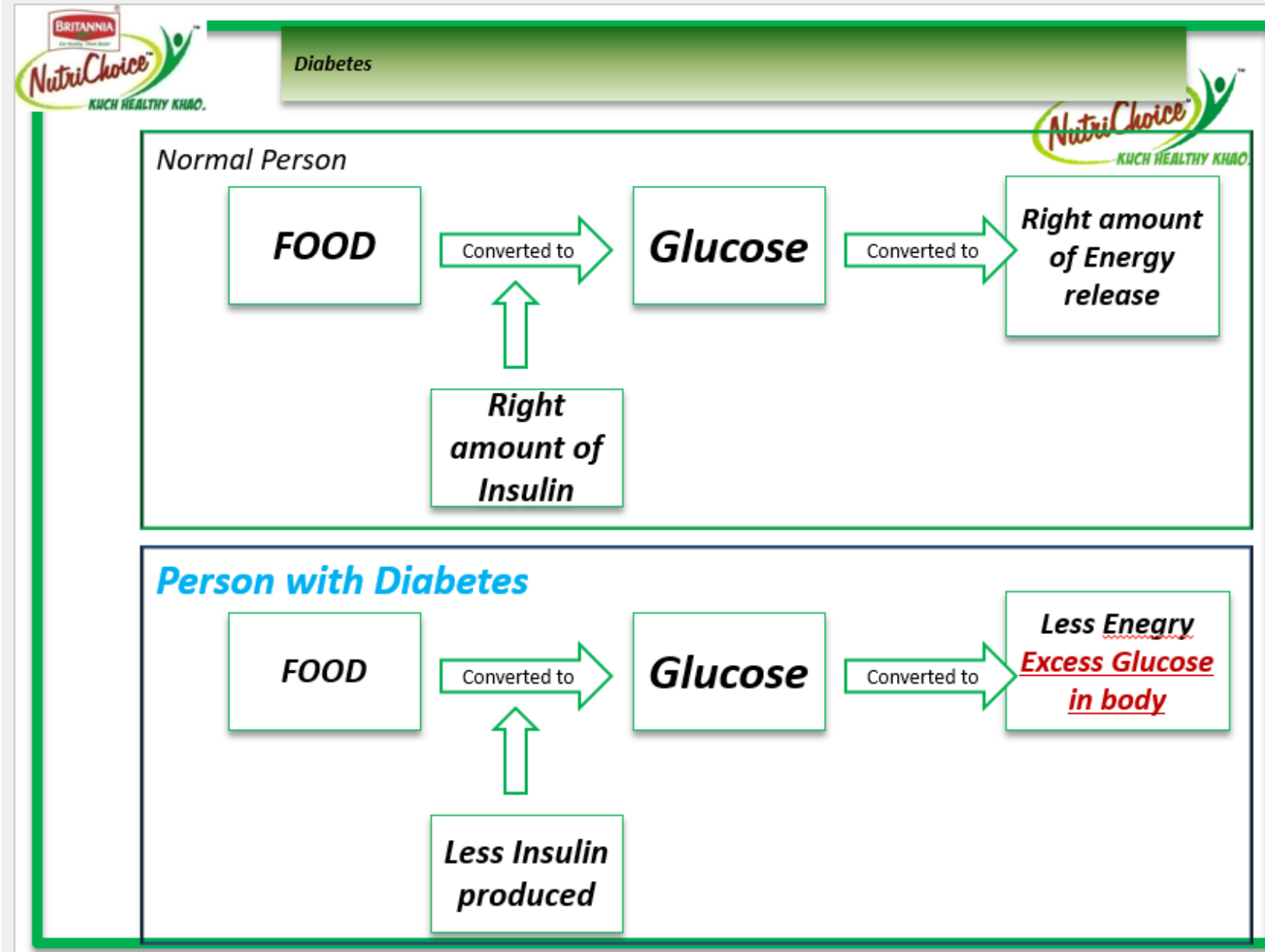


# Nutrichoice : A Case Study

## Continuous Learning & Iterative Process

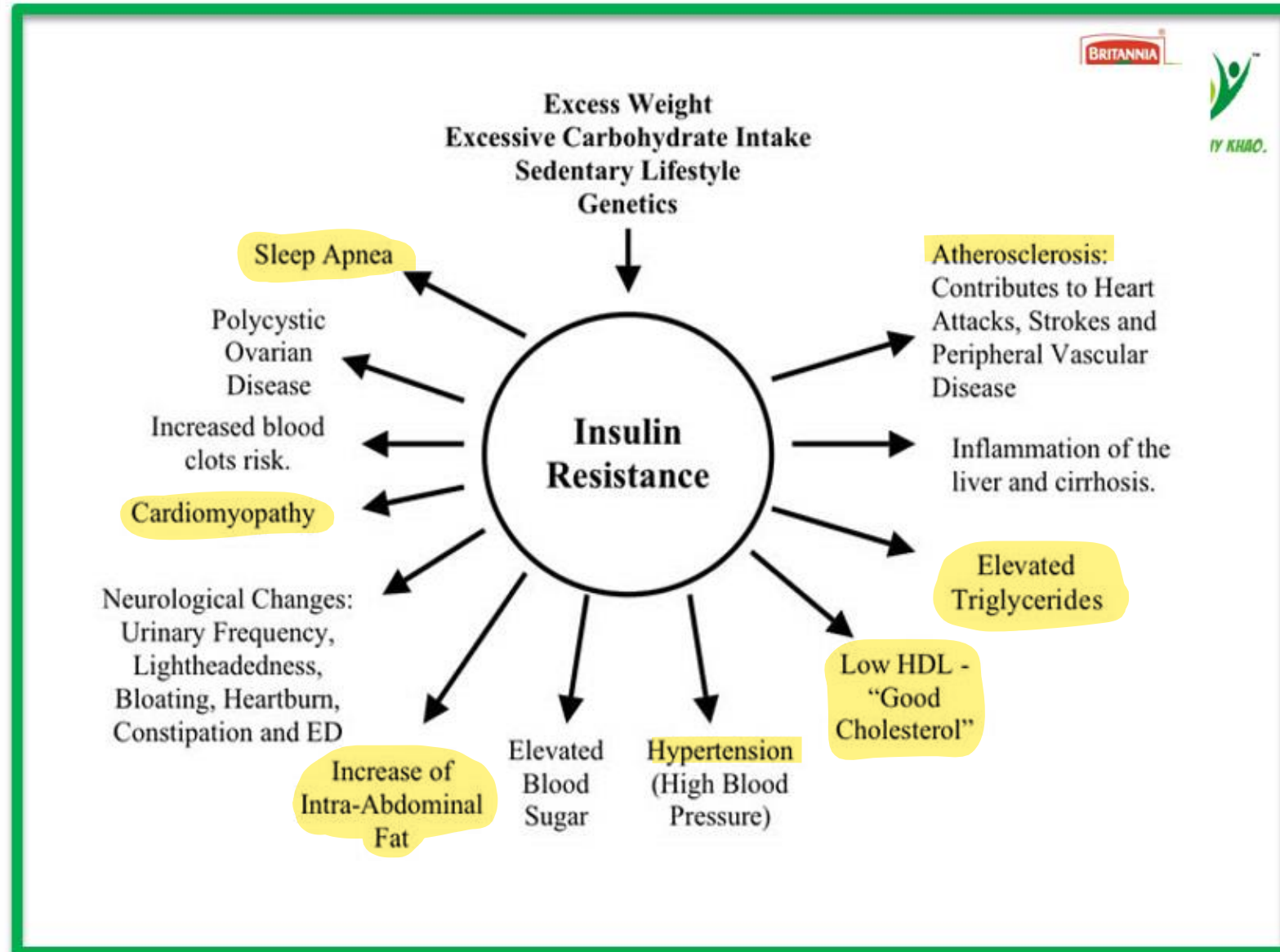


# Problem





# Problem



# Customer Discovery & Hypotheses

- **Hypotheses**
  - **Men more likely to be diabetic, women (caregivers) more likely to buy product**
  - **Britannia has the credentials for a 'functional' product**
  - **Metros with higher awareness levels (people are diabetic, just don't know it)**
  - **Doctors will be open to adding this to their nutrition recommendations**
- **Target Customers for Customer Discovery**
  - **Focus Groups ( 8 people each)**
    - **Delhi – 8, Mumbai – 8, Chennai – 8**
    - **Men, Women**
  - **30 doctors met for understanding – GP, Diabetologist**
  - **Pharma Chains to understand product placement**

# Customer Discovery - Insights



Has to be rooted in Food, not medicine

# IDEA – validated after Customer Discovery

Aspired status – Helps in Diabetes management



Exercise



Right Food



Medication



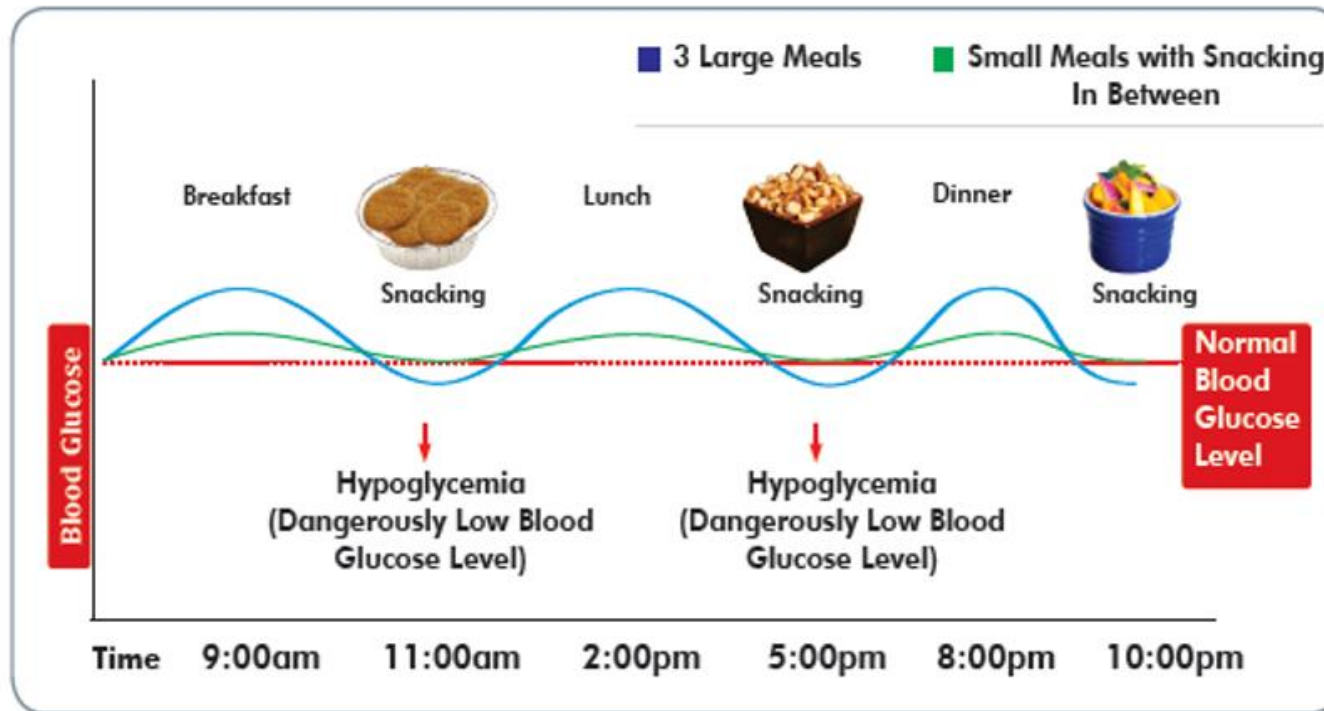
Right Snack



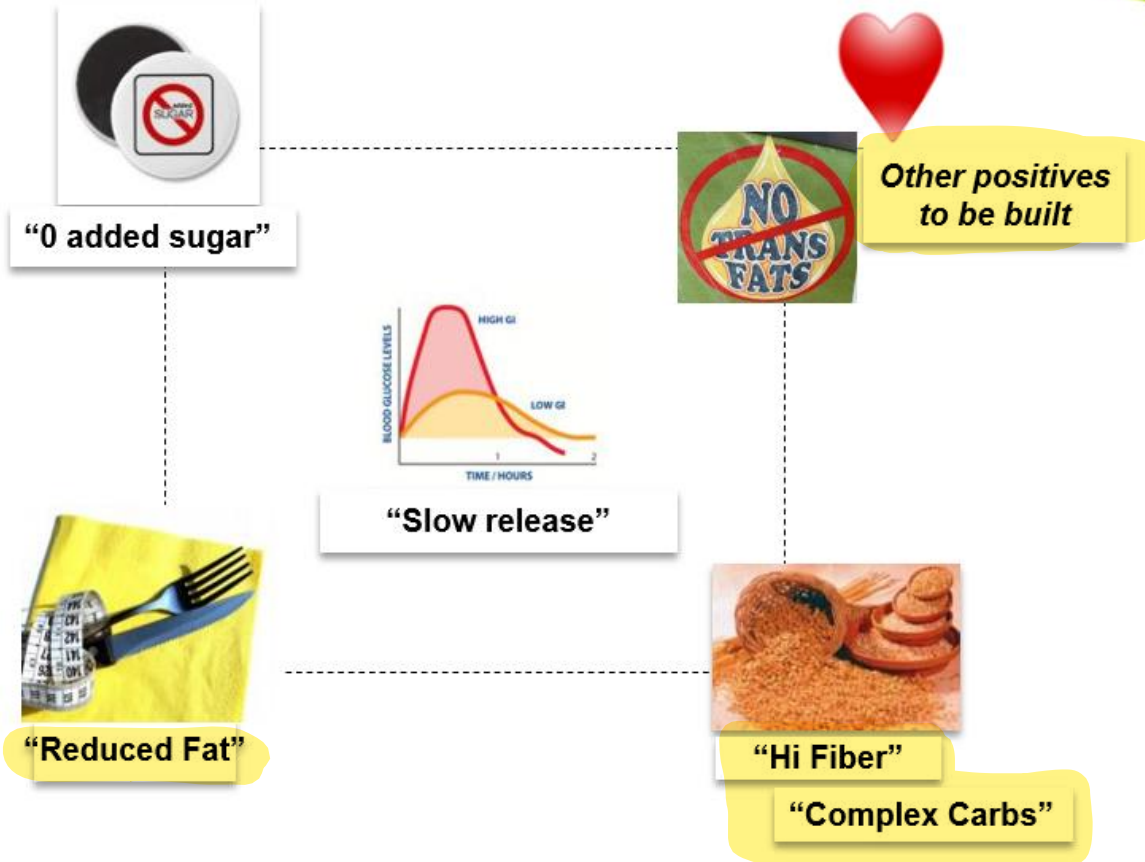


# Customer Value Proposition

Healthy snacking not only provides the needed energy, but also helps prevent extreme swings in blood glucose..



## Construct of a Great snack..



## Nutrition framework..



### *Zero Added Sugar*

High Sugar is an important risk factor for Diabetics. The products in the Britannia NutriChoice (BNC) Diabetic Friendly range contain no added sugar.

### *Zero Cholesterol*

A diabetic is more likely to have cholesterol abnormalities that contribute to cardiovascular diseases. The products in the BNC Diabetic Friendly range contain 0% cholesterol.

### *Zero Trans Fats*

Trans Fats tend to raise the risk of cardiovascular diseases. The products in the BNC Diabetic Friendly range contain 0% Trans Fat and at least 25% reduced fat compared to other available cookies.

### *Extra Dietary Fibre*

The products in the BNC Diabetic Friendly range contain a unique combination of soluble and insoluble fibres that are reported to delay glucose absorption preventing extreme swings in blood sugar levels.

### *Complex Carbs*

Complex Carbohydrates are considered healthier because they are digested by the body slowly, providing a steady source of energy. The products in the BNC Diabetic Friendly range contain Complex Carbohydrates.

All without  
giving up on  
taste

Diabetics described our tested products as ideal for 'Hunger pangs'



	PI	Liking	Uniqueness	Relevance	Excitement	Popularity	Eagerness	Credibility
388 ANY POSITIVES	88	82	65	55	50	38	56	90
100 TASTE RELATED-ANY	87	81	64	54	47	36	52	90
119 SWEETNESS- ANY	89	82	72	61	58	35	49	93
124 GENERAL TASTE- ANY	87	78	64	56	46	33	50	86
125 TASTE- ANY	87	81	64	54	47	35	52	90
140 PRODUCT RELATED-ANY	88	86	71	63	45	37	67	92
155 TEXTURE- ANY	88	92	69	62	27	27	65	100
156 GENERAL POSITIVES - ANY	88	78	61	53	40	37	51	92
170 INGREDIENTS RELATED-ANY	88	83	66	54	51	38	57	90
396 ANY BENEFIT	88	82	65	55	50	38	56	90
380 NO CHOLESTROL- ANY	92	84	65	55	53	36	58	90
381 NO GUILT -ANY	88	88	80	80	72	16	68	92
384 DOES NO HARM- ANY	91	84	67	56	53	36	60	90
385 NUTRITION ANY	90	82	66	49	57	51	66	90
386 SUITS DIABETICS ANY	88	79	65	52	46	44	54	93
387 CONTROLS BLOOD SUGAR-ANY	89	82	65	54	50	40	58	91
391 HUNGER PANGS -ANY	94	79	82	71	56	24	71	94
392 HUNGER SATIATION -ANY	86	75	54	57	29	29	32	75
393 LIGHT SNACK- ANY	85	81	64	47	46	35	47	96

Source: Concept Product Test, Britannia Industries Limited

Results from a Market Research exercise conducted among Diabetics in Delhi & Chennai



# MVP = Manufacturing Product in this case

An extremely connecting campaign..  
Building education and awareness..



**BRITANNIA**  
Eat Healthy. Think Better.

**NutriChoice**  
KUCH HEALTHY KHAO.

**BRITANNIA**  
Eat Healthy. Think Better.

**NutriChoice**  
KUCH HEALTHY KHAO.

**DIABETIC FRIENDLY ESSENTIALS**

- ✓ Zero Added Sugar
- ✓ Zero Cholesterol
- ✓ Zero Trans Fat
- ✓ Extra Dietary Fibers
- ✓ Complex Carbohydrates

**HELLO DIABETES, LET'S BE FRIENDS.**

Hello! I'm Britannia NutriChoice Essentials. And I'm diabetes-friendly. I'm also one of the first ever range of snacks in India created to fulfill the frequent eating needs of people with diabetes. I not only help reduce sugar intake, I'm also made of ingredients known to prevent extreme swings in sugar levels. I don't have Cholesterol. Nor do I have Trans Fat. And I'm loaded with dietary fibers along with complex carbohydrates that are known to keep you satisfied and active for longer. So isn't it time we got along. For our sake, let's get together on World Diabetes Day and say hello to life.

**HEALTHY SNACKING**

[www.britannia.co.in](http://www.britannia.co.in)

*Zindagi mein Life*

# Development of MVP – Minimum Viable Product



**Minimum Viable Product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with minimal amount of effort**

- **Eric Ries.**

**Scrappiest version of the product that your customers can use**

- **Milind Kopikare**

# MVP Development : Case Study

During its initial days, Travis used a Web based basic transportation application. The first version had a few features. It was developed on **PHP**, which used to allow customers to 'hire' a car, one and only car owned by him at the time.

The mobile application simply displayed the location of the car.

At the beginning of the organization, Travis and his friends alone used the mobile app. Those, who wanted to join the app, were supposed to send an email to Travis, who used to provide the applicants with code giving access.

Then, he called 10 car drivers and explained them his business concept. Three out of ten drivers showed interest immediately in his business proposal. The rest is history.

# MVP Development : Case Study



Everyone's Private Driver

[How To Sign Up](#)

Username:  Password:  [Login](#)  
[Forgot password?](#)

Learn more: [How it works](#) | [Pricing](#) | [Blog](#)

## On - demand car service via iPhone & SMS.

- ✓ Book a car on the fly from your phone or the web.
- ✓ Pay from the app; no cash required!
- ✓ Give us your feedback about the driver.

[Join for Free!](#) [or Learn More Here](#)



UberCab Beta is currently live in San Francisco.

Learn how it works



What are people saying



**s3ccs**  
9:24pm, May 30 from Twitter for iPhone  
I don't always take sedans, but when I do, I use @UberCab. Stay in need of transportation, my friends.



**trammell**  
9:01pm, May 30 from Twitter for iPhone  
Rolling in an @UberCab w/ @mm @rowaychert. Hella-swanky, super-simple black car service on your iPhone. Feeling quite undeservedly baller.

twitter

As seen on



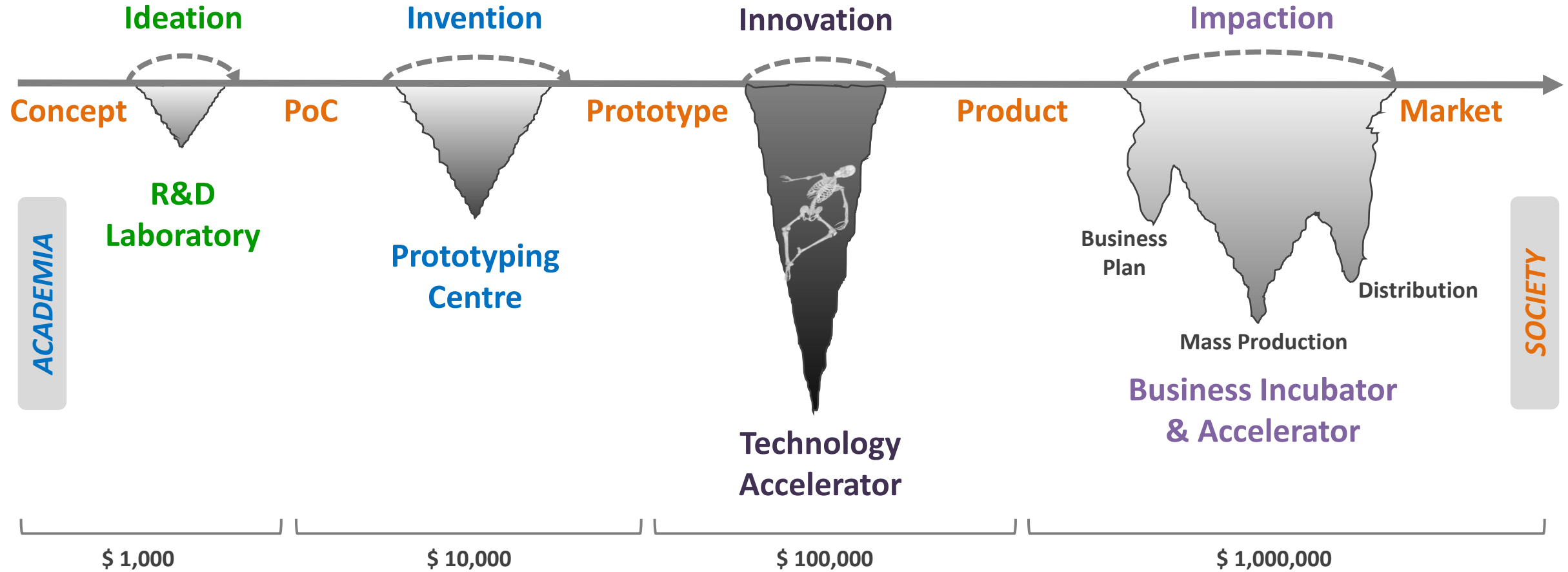


# What is MVP ? (Especially Relevant in a Tech Product)



- **Product with enough features to attract early adopter customers**
  - **Website / Landing Page**
  - **App – with one or few features**
  - **Robotic System – Simple arm with 2-3 degrees of freedom**
  - **AI solution – Humans working on the back end, models not developed**
- **Why MVP**
  - **Product can never be perfect**
  - **MVP gets a startup rich feedback , best ideas come from users / customers**
  - **More iterations possible**
  - **Start with a ‘scrappy’ product and build a fleshed-out one**
- **Gets the fact early**
  - **Customer / User demand so we don’t develop a product that no one wants**
  - **Maximise learning with low spends**

# Medical Device Innovation – ‘Valleys of Death’



*Critical Gap: Translation of research prototypes into marketable products*

# Medical Device Innovation – ‘4D’ Framework

## Define (Idea)



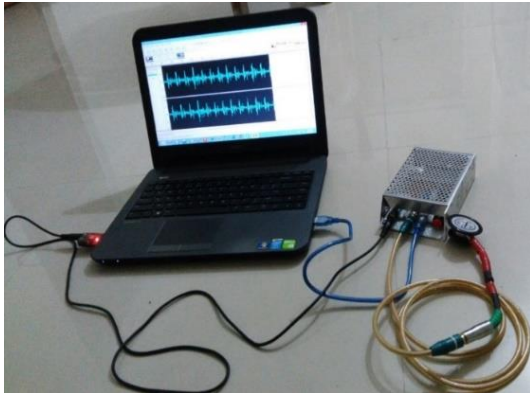
## Develop (Invention)



## Deliver (Innovation)



## Deploy (Impact)



Proof-of-Concept

240

4:1



Prototype

60



Product

20



Practice

10

# MVP Guidelines

- **Incorporate Core Value**
  - Customers need to put money down
  - Customer Pains need to be addressed
- **Build Minimum Set of Features**
  - Only what is required
  - Enough features to showcase value
- **Market Validation**
  - Friends & Family
  - Alpha Clients (for co-development)
  - Beta Programs (for testing)
  - Focus groups for feedback
- **Release improvements low cost and high speed**





## HOW TO BUILD A MINIMUM VIABLE PRODUCT

Not like this



1



2



3



4

Like this



1



2



3



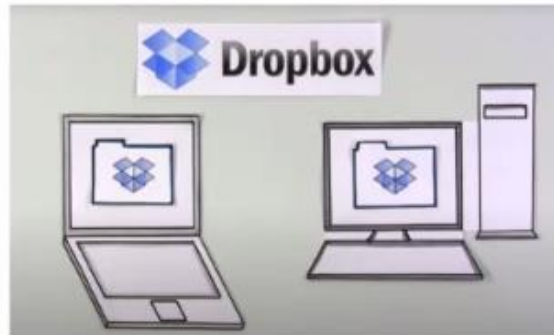
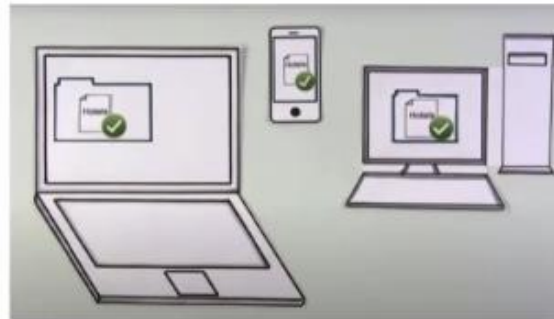
4



5

# Examples of MVP: Dropbox Simple Explainer Video

Video Link: <https://youtu.be/w4eTR7tci6A>



# Examples of MVP: Amazon



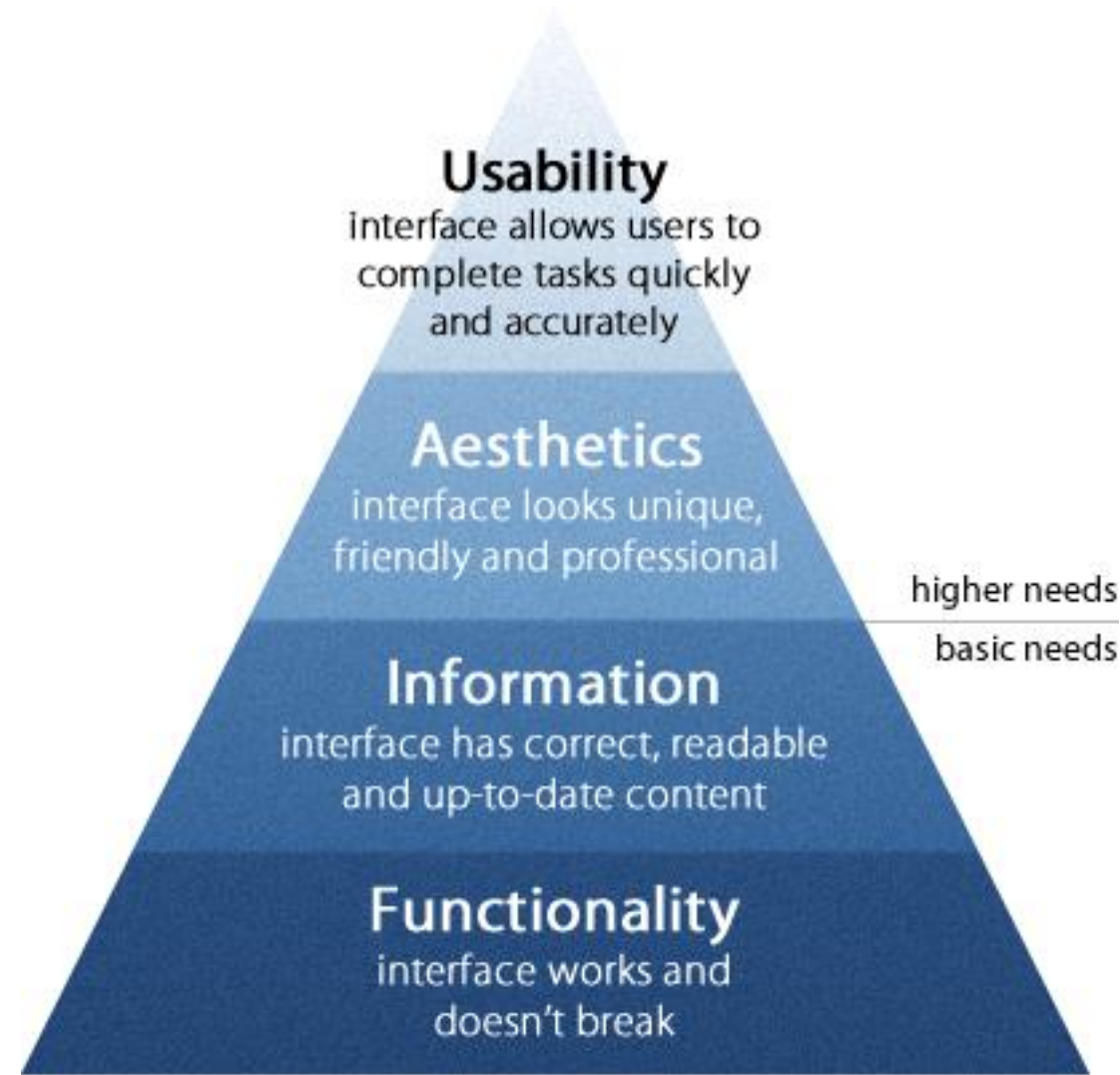
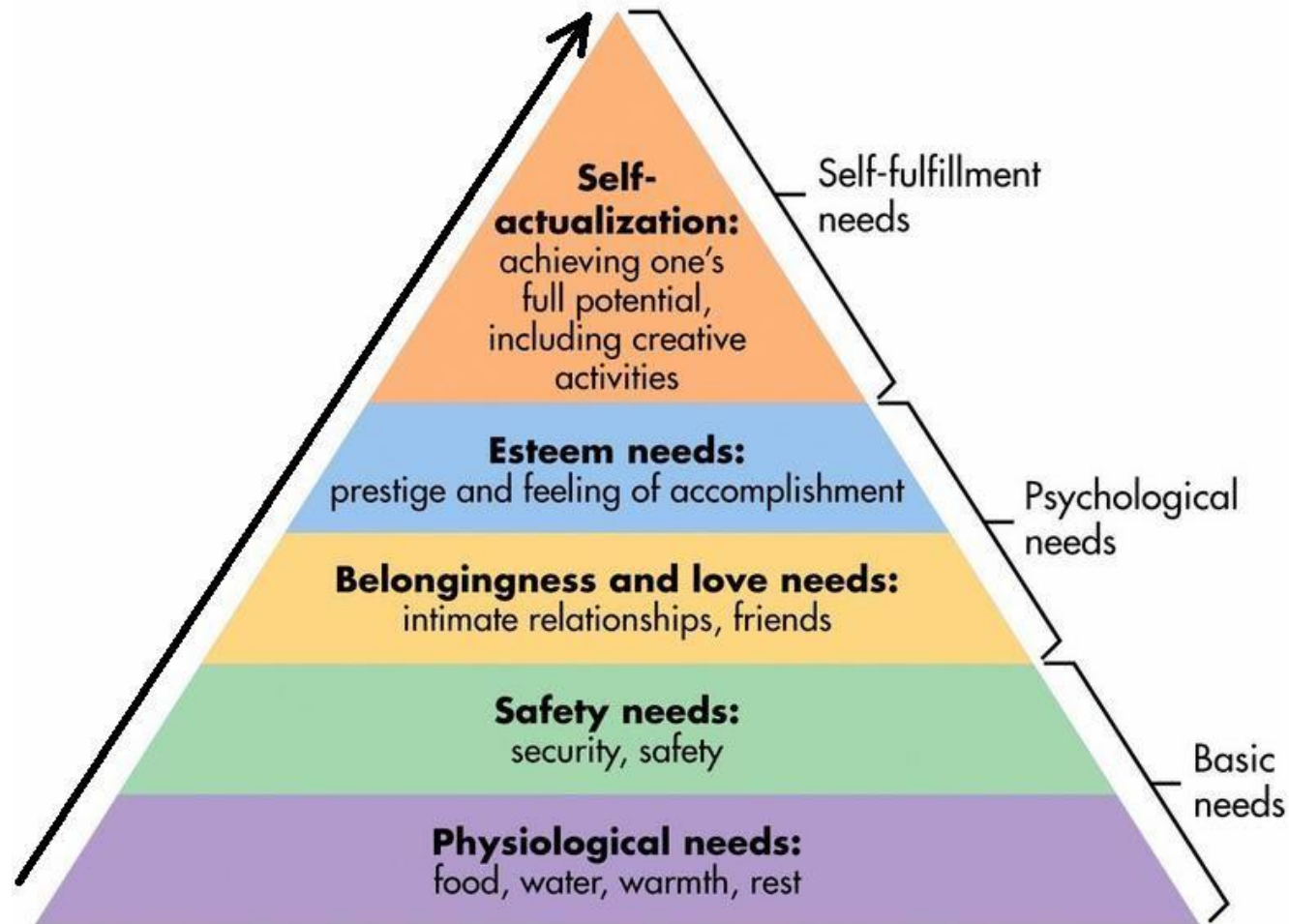
Original Amazon website



Jeff Bezos explaining amazon on TV



# Customer Needs & MVP



User Experience Hierarchy of Needs



A decorative header bar at the top of the slide, filled with a repeating pattern of small, light gray icons. These icons represent various concepts such as technology (laptops, smartphones, lightbulbs), industry (factories, wind turbines), and business (people working, charts).

MVP leads to PMF ( Product Market Fit)