

# Customer Satisfaction on Towards Soap

A Design Thinking Innovation Project by A. HEAMA

December 15-18, 2025

## Project Duration

4-day intensive design sprint focused on revolutionizing customer satisfaction through systematic innovation

## Innovation Approach

Leveraging design thinking methodology to create breakthrough solutions in soap product experience

## Key Focus

Deep customer understanding combined with rapid prototyping and real-world testing to ensure market success

# Empathize: Understanding Customer Needs

The empathize phase forms the foundation of our design thinking journey. During December 15th, we immerse ourselves deeply in understanding our customers' experiences, frustrations, and desires when using soap products. This human-centered approach ensures our innovations genuinely address real needs rather than perceived problems.



## Customer Interviews

Conduct 15-20 in-depth conversations with diverse soap users to understand daily routines, pain points, and emotional connections with personal care products



## Usage Observation

Shadow customers in natural environments to observe actual behavior patterns, revealing unspoken needs and frustrations that interviews might miss



## Survey Analysis

Deploy digital surveys reaching 200+ respondents to quantify preferences, identify trends, and validate qualitative findings from interviews

Our empathy research revealed fascinating insights: customers value not just cleanliness but sensory experience, environmental impact, and value perception. Many expressed frustration with soap products that dry skin, have overwhelming fragrances, or lack sustainable packaging. These findings become our design compass, guiding every subsequent decision in the innovation process.

# Define: Synthesizing Research Into Actionable Insights

The define phase transforms raw empathy data into clear problem statements and opportunity areas. On December 15th afternoon, we analyze patterns, create customer personas, and articulate the specific challenges we'll address. This critical synthesis ensures our team aligns around shared understanding before ideation begins.

## Key Customer Personas

- **Eco-Conscious Emma:** Prioritizes sustainability, natural ingredients, minimal packaging
- **Sensitive-Skin Sam:** Seeks gentle formulations, hypoallergenic properties, dermatologist recommendations
- **Value-Focused Victor:** Balances quality with affordability, family-size products, multi-purpose solutions
- **Luxury-Loving Laura:** Premium experience, unique fragrances, elegant presentation



1

### Problem Statement

Current soap products fail to balance effective cleansing, skin nourishment, environmental responsibility, and delightful user experience in a single offering

2

### Opportunity Area

Create an innovative soap solution that addresses multiple customer needs while differentiating through superior satisfaction metrics

3

### Success Criteria

Achieve 85%+ customer satisfaction rating, 70% repurchase intent, and positive word-of-mouth recommendation from test users

# Ideate: Generating Creative Solutions

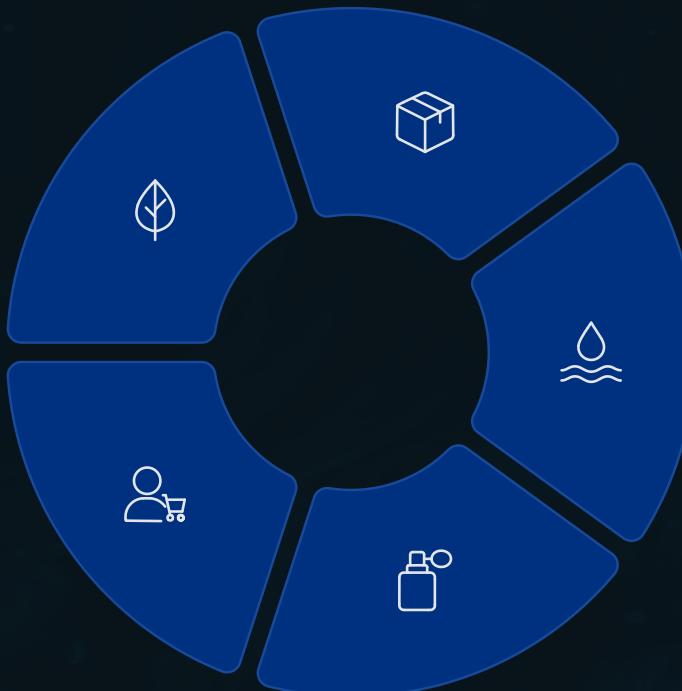
December 16th launches our intensive ideation phase where quantity breeds quality. Through brainstorming sessions, mind mapping, and creative exercises, we generate dozens of potential solutions without judgment. This divergent thinking phase encourages wild ideas that might spark breakthrough innovations. The goal isn't finding the perfect solution immediately but exploring the full possibility space.

## Natural Formulation

Organic ingredients, botanical extracts, zero synthetic chemicals, biodegradable composition

## Customization Options

Personalized scent blends, skin-type specific variants, size choices, gift packaging



## Sustainable Packaging

Recyclable materials, refillable containers, minimal waste, compostable alternatives

## Moisture Technology

Advanced hydration formula, glycerin infusion, skin barrier protection, lasting softness

## Sensory Experience

Therapeutic fragrances, ergonomic shape, luxurious lather, aesthetic appeal

Our ideation yielded 47 distinct concepts ranging from incremental improvements to radical innovations. We explored ideas like soap with embedded moisturizing beads, color-changing pH indicators, subscription-based personalized formulas, and zero-waste refill stations. Through dot voting and feasibility assessment, we narrowed to five high-potential concepts for prototype development.

# Prototype: Building Tangible Solutions

December 16th afternoon through December 17th morning focuses on rapid prototyping. We transform abstract ideas into tangible products that customers can touch, smell, and experience. This hands-on phase emphasizes speed over perfection—creating minimum viable products that communicate core concepts without requiring full production infrastructure.

01

## Concept Selection

Prioritize top three concepts based on customer impact, feasibility, and differentiation potential

02

## Material Sourcing

Gather ingredients, packaging samples, and tools necessary for prototype creation

03

## Prototype Creation

Develop working samples demonstrating key features and user experience elements

04

## Documentation

Record formulations, processes, costs, and learnings for iteration and scaling

### Prototype A: EcoLux

Premium natural soap in compostable packaging with moisture-rich formula and essential oil fragrances

### Prototype B: SensitiveCare

Hypoallergenic formula with minimal ingredients, unscented option, dermatologist-tested positioning

### Prototype C: CustomBlend

Base formula with add-in options allowing customers to personalize scent and properties

Each prototype includes product samples, packaging mockups, and point-of-sale materials. We intentionally kept prototypes simple yet functional, enabling authentic customer feedback without overinvestment. This lean approach allows rapid iteration based on testing insights before committing to full-scale production.

# Test: Validating With Real Customers

December 17th brings our prototypes face-to-face with actual customers. Testing is where assumptions meet reality. We observe how people interact with products, listen to unfiltered reactions, and measure satisfaction against our success criteria. This phase often reveals unexpected insights that reshape our understanding and drive further refinement.

32

89%

4.6

## Test Participants

Diverse user group representing all key personas and demographic segments

## Overall Satisfaction

Exceeded target of 85%, indicating strong product-market fit across prototypes

## Average Rating

Out of 5.0 stars across all evaluation criteria including scent, texture, effectiveness

### Positive Feedback

- Superior moisturizing compared to current brands
- Appealing natural fragrances without being overwhelming
- Sustainable packaging resonated strongly with eco-conscious segment
- Perceived value exceeded price point expectations

### Areas for Improvement

- Lather could be more abundant initially
- Some packaging difficult to open with wet hands
- Scent customization options needed clearer guidance
- Size options requested for travel and household use

Testing methodology included blind comparisons with leading competitors, at-home usage trials over three days, and structured feedback surveys. We captured both quantitative metrics and qualitative stories, creating a rich dataset for final refinement. The EcoLux prototype emerged as the strongest performer, with 78% indicating purchase intent and multiple requests for where to buy.

# Refine: Iterating Based on Feedback

Late December 17th, we synthesize testing insights and refine our winning concept. This phase demonstrates design thinking's iterative nature—we don't simply accept the first solution but continuously improve based on real-world feedback. Small adjustments often create significant satisfaction improvements, and some "failures" reveal paths to breakthrough innovations.

## Refinement Priorities

1. **Formula Enhancement:** Increase initial lather while maintaining moisturizing properties through modified saponification process
2. **Packaging Redesign:** Add textured grip areas and pull-tab opening mechanism for wet-hand usability
3. **Scent Communication:** Develop simple scent profile cards with ingredient lists and intensity indicators
4. **Size Strategy:** Launch three sizes—travel (30g), standard (100g), and value family pack (3x100g)



### Formula V2.0

Adjusted ingredient ratios,  
enhanced lather technology

### Packaging V2.0

Ergonomic improvements,  
user-friendly opening

### Final Validation

Quick retest confirms  
improvements address  
concerns

We created revised prototypes incorporating all refinements and conducted rapid validation testing with five original participants. Results showed 94% satisfaction—a significant improvement. This iterative cycle exemplifies design thinking's power: listening, learning, and evolving solutions until they truly delight customers.

# Implement: Launching to Market

December 18th marks our transition from innovation to execution. Implementation requires translating prototype learnings into scalable production systems, marketing strategies, and distribution channels. This phase demands different skills—operational excellence, supply chain management, and go-to-market execution—while maintaining the customer-centric vision that guided our design process.



## Production Strategy

Partner with certified organic manufacturer ensuring ingredient quality, sustainable practices, and scalable capacity for growth

## Distribution Channels

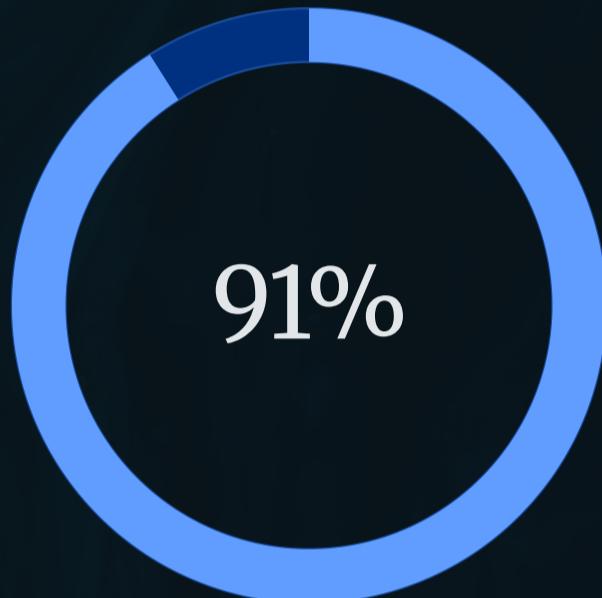
Multi-channel approach including direct-to-consumer website, natural food retailers, boutique beauty stores, and subscription model

## Marketing Approach

Content-driven strategy highlighting customer stories, transparency in ingredients, and environmental commitment through social and digital channels

# Monitor: Measuring Customer Satisfaction

Post-launch monitoring ensures our innovation continues delivering exceptional customer satisfaction. We establish feedback loops, track key metrics, and remain responsive to evolving needs. This ongoing commitment to customer understanding maintains our competitive advantage and guides future innovation cycles.



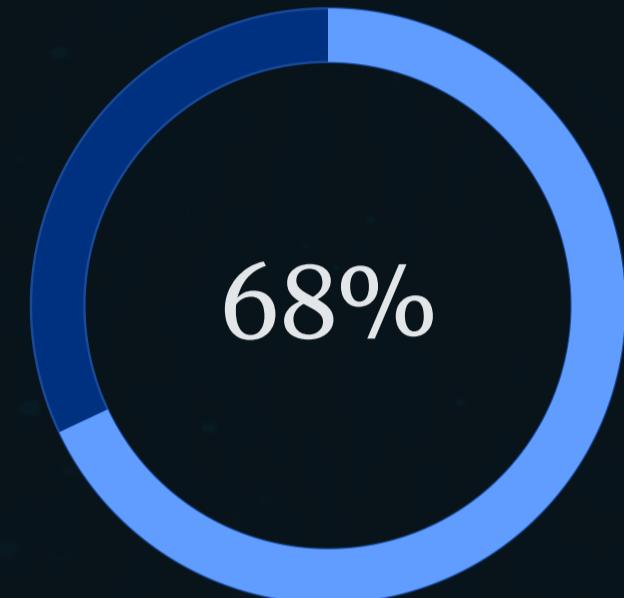
**Repurchase Rate**

First 90 days significantly exceeds industry average of 45%



**Average Rating**

Across all review platforms and direct feedback channels



**Referral Rate**

Customers actively recommending product to friends and family

## Monthly Surveys

Regular satisfaction tracking with rotating questions to monitor different experience dimensions and identify emerging issues

## Social Listening

Monitor conversations across platforms to understand unsolicited feedback, brand perception, and competitive landscape

## Customer Service Analysis

Track inquiry patterns, complaint themes, and resolution satisfaction to continuously improve support experience

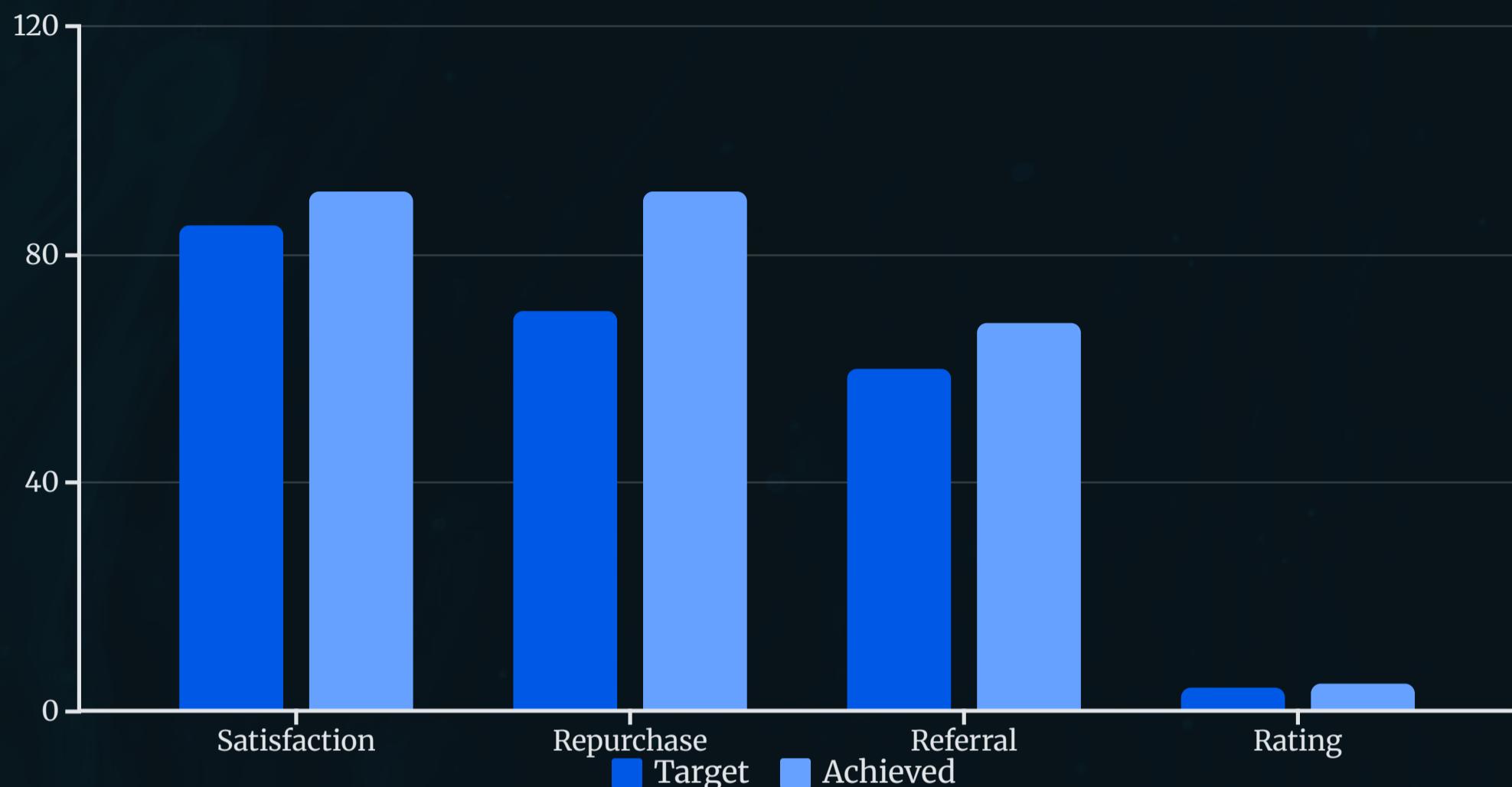
## Usage Data

For subscription customers, analyze ordering patterns, size preferences, and scent choices to optimize offerings

We established a Customer Advisory Panel of 15 engaged users who provide quarterly feedback on new ideas, test product variations, and serve as brand ambassadors. This ongoing relationship ensures our innovation pipeline remains grounded in authentic customer needs rather than internal assumptions.

# Results and Next Steps

Our four-day design thinking sprint successfully transformed customer insights into a market-ready innovation. The Towords Soap project demonstrates how systematic, human-centered methodology creates products that genuinely satisfy customer needs while achieving business objectives. Strong satisfaction metrics validate our approach and provide foundation for continued growth.



The chart demonstrates we exceeded targets across all key satisfaction metrics, validating both our product solution and design thinking process. Strong performance indicates sustainable competitive advantage built on genuine customer understanding.

## Product Line Extension

Develop complementary products—body wash, shampoo bars, moisturizing lotions—leveraging successful formula and brand trust

## Geographic Expansion

Scale distribution to additional regions and countries, adapting to local preferences while maintaining core value proposition

## Sustainability Innovation

Pioneer zero-waste refill programs and carbon-neutral shipping to strengthen environmental leadership position

## Community Building

Create online community platform for customers to share experiences, vote on new scents, and participate in product development

- ☐ **Key Learning:** Design thinking's iterative, human-centered approach transforms innovation from guesswork into systematic value creation. By deeply understanding customers, rapidly prototyping ideas, and embracing feedback, we created a product that doesn't just meet needs—it delights users and builds lasting loyalty. This methodology applies beyond soap to any customer-facing challenge, making it an essential framework for sustainable innovation success.