

Driving innovation for a cell biology leader

Fueling innovation with customer insights

A cell biology leader needed to move beyond “one off” new product launches and kick-start their innovation pipeline. They knew they needed to better understand customer needs now and in the future.

Digging deeper to fuel real insights

The Connell Group’s project approach was insight-driven, iterative and fueled by real-time ideation that included the following:

- Qualitative with cutting edge scientists to understand the future of the lab
- In-lab observational research to understand scientists needs and motivations
- Immersive ideation session followed immediately by qualitative with scientists
- Half day pipeline prioritization work session

Creating ideas with real potential

Our process enabled the generation of 100 ideas, narrowed down to 13 put into the client’s pipeline process for deeper exploration and qualification. Further synthesis led to the identification of four strategic platforms that will form the pillars of their innovation roadmap over the next 3 years.

Project Highlights



Life Sciences



US



Innovation Strategy



Qualitative Research