New Spaces: Female Facial Hair Removal

Client: Procter & Gamble
New Spaces: Female Facial Hair Removal
Procter and Gamble (P&G)

Background

Facial hair is an area of great concern for a lot of women. Many women experience unwanted facial hair and a number of different methods exist to deal with the problem. However none of the methods, specifically the depilatory cream, adequately meet the needs of women. The 12 week project was done in collaboration with P&G and Cranfield University.

Objective

The project aimed to reduce anxiety and improve experience of using depilatory creams. It was a problem based, consumer-driven innovation project which required identification of new opportunity spaces, leading to concepts which would possibly create new rituals and behaviours for facial hair removal creams.
Initial Research and Insight Development

Extensive research was done to get a deep understanding of the consumers, the various hair removal techniques and the brands to identify opportunity areas. 4 main areas were touched upon:

A target segment was provided by P&G, which was further divided into 3 user profiles. This facilitated a micro-level understanding of the tensions and motivations associated with hair removal.

Competing brands were thoroughly researched for their product offering, value and proposition.

In-depth study of different hair removal methods was conducted. Process, advantages, disadvantages of existing methods was documented.

Through collaborative ideastorming sessions with P&G and initial research, a total of 8 key factors were identified that significantly enhance the performance of the depilatory creams.

Examples from different industries that can affect the key factors

Having identified the 8 key factors, the team brainstormed ideas to achieve the desired performance. Through cross-category analysis, the team examined how a similar problem is solved in different categories (medical, household products etc). Extracting the essence of that particular solution, the team applied it in the context of hair removal.
Concept Development and Validation

Numerous ideas were generated through cross-category analysis. This led to an iterative process of shortlisting and refinement, which has been explained below.

- **40 initial concepts**
- **28 shortlisted**
- **12 1st user validation**
- **7 final**

12 design directions (pertaining to the hair removal process), were identified through rapid idea generation. 40 ideas were generated.

28 concepts were shortlisted by P&G for 1st user validation.

12 top concepts taken further for 2nd round of user validation, with refined mock-ups and templates.

Documented the feedback and presented the 12 concepts to the P&G management team.

7 concepts were chosen after evaluating the technical and commercial feasibility.

1st User Validation

28 concepts were validated through the use of mock-ups and concept templates.

Each template was divided in five parts: impact statement, performance, anxiety, experienced delivered, and benefits. This clearly illustrated how the concept would work.

In-depth interviews which lasted around 2 hours each, helped in gaining insights and feedback to refine the concepts further.

From 28 concepts, top 12 concepts were chosen for the 2nd round.
2nd User Validation

For the second round of validation, the mock-ups and templates were improved. Similar process as in the first round was followed to gather feedback.

12 concepts were presented to the P&G team, out of which 7 were chosen by them on basis of customer feedback, commercial and technical feasibility.

“...versus my expectations in terms of the number and quality of ideas they have developed. This has enabled us to quickly move forward together to get to some really rich territory which really meets the core aim of the project. Given what I’ve seen so far I can’t wait to see the final outputs from their project work as I have real confidence these will be ideas we will want to pursue further.”

- P&G (R&D Team)

Learning

This consumer driven innovation project exposed me to several tools and frameworks to address consumer needs and concerns. I developed my skills in the following areas:

- **Visual thinking:** Translated data into visual information to aid understanding of ideas make them easy to remember.
- **In-depth consumer interviews:** Developed skills to carry out interviews independently and systematically.
- Application of **Idea generation tools and techniques**