

CASE STUDY: DESIGN INNOVATIVE SOLUTIONS



CHALLENGES

Royal Canin Disruptive Innovation team aims at fostering disruptive ideas and transform them into real projects that go beyond usual creativity brainstorming.

The objective is to

- Implement « Design Thinking » culture, market and usage minded
- Lead internal teams to change their posture and forget usual constraints and process to think « out of the box »
- Obtain structured and well argued projects to present to COMEX for decision

OUTCOMES with Viane solution :

- ✓ Use of appropriate methods and tools allows to explore new ideas
- ✓ Participants are directly facing market reality through users interviews included in the session
- ✓ Participants feel personally involved in projects exploration
- ✓ Deliverables: pitch + prototype, are ready to be presented to selection committee

→ Some ideas born during the workshop have been immediately transformed into operational projects.