


*u*<sup>TM</sup>  
SNAPSHOT  
GUIDE

# 4 R&D Challenges to Overcome with a Winning MVP







# 1

## **Challenge: The Cost of Chasing Perfection**

R&D teams often fall into the trap of wanting a “perfect” product before asking for user feedback. The true challenge is knowing when a product is “good enough” to test with users and meet business goals.

## **Solution: Embrace the Minimal Viable Product**

Instead of perfecting a product before launch, adopt an MVP approach: build the simplest version that delivers core value. This allows for early testing, faster iteration, and smarter investment in what users actually need—leading to quicker, more effective innovation.





# 2

## **Challenge: Creating Truly Unique Products**

Innovation isn't just about making better products, it's about making distinct ones. The real challenge for R&D is ensuring a product is meaningfully different, not just technically better.

## **Solution: Create an Attribute Hierarchy**

An attribute hierarchy helps identify core attributes, must-haves and delightful differentiators. This structure ensures focus on differentiation and impact, creating standout products that resonate in market.



# 3

## **Challenge: Striking the Right Balance**

R&D teams often face too many ideas, making it hard to prioritise, or too narrow a focus, risking missed opportunities. Without a clear testing strategy, they may waste resources or overlook breakthrough innovations.

## **Solution: Technology Mechanism Range-Finding**

Balance broad product exploration with focused testing of key attributes. Range-finding helps R&D teams identify the most effective mechanisms (ingredients, pack components) to deliver key product attributes for consumers. This data-driven method replaces guesswork, guiding teams towards products that truly align with user needs



A graphic on the left side of the slide shows three traffic lights stacked vertically. The top light is red, the middle is yellow, and the bottom is green. They are set against a dark blue background with a large, curved teal shape on the right.

# **4 Challenge: Informed Decision- Making in R&D**

Balancing user testing with input from marketing, finance, and supply chain is tough, and decisions can impact cost, feasibility, user experience, and compliance. Without a clear framework, teams risk siloed thinking or paralysis.

## **Solution: Creating a Multi-functional Scorecard**

A multi-functional scorecard aligns R&D decisions with both user needs and strategic goals. It captures user preferences while integrating input from key stakeholders across functions. By scoring decisions against clear criteria, teams get a full view of trade-offs—enabling faster, better-informed choices that balance impact and feasibility.



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