

4 R&D Challenges to Overcome with a Winning MVP


SNAPSHOT
GUIDE

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.





4 Challenge: 4 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.

4 R&D Challenges to Overcome with a Winning MVP

 **SNAPSHOT
GUIDE**

- Challenge:** The Cost of Chasing Perfection
Solution: Embrace the Minimal Viable Product
- Challenge:** Creating Truly Unique Products
Solution: Create an Attribute Hierarchy
- Challenge:** Striking the Right Balance
Solution: Technology Mechanism Range-Finding
- Challenge:** Informed Decision-Making in R&D
Solution: Creating a Multi-functional Scorecard