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Why consumer centricity is key to succeed in innovation?
Danone is a global food company with 4 divisions

Bringing health through food to as many people as possible
How we put patients at the heart of medical nutrition innovation?
We are specialists in two types of medical nutrition

**Oral Nutrition**

For patients able to eat some normal food but unable to meet all their nutritional needs

**Enteral Nutrition**

Nutrition delivered via a tube into the gastrointestinal tract, for patients who can no longer eat or swallow
And put patients at the center of our innovation plan

**Journey Mapping**
- Understand user experience x-functionally
- Drivers & barriers to medical nutrition
- Functional & emotional journey
- Unmet needs of patients & families

**Identifying opportunities**
- Moments that matter (bigger impact)
- Opportunities spaces

**Moving to solutions**
- Potential opportunities into ideas
- Innovation workshops to build game changing solutions:
  - Products, packaging, devices, services, digital tools, evidence,…
- Concrete action plans: what, how, when, who
Our key organisation success factors for patient centricity

Assign ownership of key patients touchpoints

Shift a company’s perspective from inside-out to outside-in

Target specific patients experiences

Break down silos to create one shared vision
The way we address specific sensory needs for cancer patients

Cancer patients experience adverse effects due to the treatment

“1 to 2 days after chemo it starts, food tastes more bitter, less intense, I need more spices to make food tasty”

Quote from social listening study (2017 – SBS platform)

Understanding needs

Translating needs into concepts

- Clean taste
- Keep it simple
- Trigeminal stimulation
- Trigger taste buds

NEUTRAL

WARMING

FRESHNESS

Literature review:
Spotten, 2017; Brisbois, 2011; Bressan, 2017; Lindlay et al., 1999; Boltong, 2012a, 2012b;...
Why patient experience is key for us?

FOR ADVANCED MEDICAL NUTRITION

Cancer patients/Elderly Sensory alterations

Taste of medical products is a challenge

For HCP Safety from sensory qualities

For patients Liking for treatment adherence

For patients Patient journey for treatment adherence
How we put parents & babies at the heart of Early life nutrition innovation?
The First 1000 Days

An impact on later life health

-9m to 24m
Critical window of opportunity to support health later life

CONCEPTION

TODDLERHOOD

Altered growth and development
Stunting
Allergy

ADULTHOOD

Obesity
Coronary heart disease
Diabetes
Cognitive decline

HEALTH

DISEASE
A Baby is not a small adult

Specific health needs

Specific sensory needs to learn Healthy eating habits

Children introduced to...

TASTE
Pure & Recognizable

TEXTURE
Gradual Increase in Complexity

MEALS
Healthy In-Between Meals

PALETTE
Sensory perception and acceptance of fruit & vegetable taste

Finger Foods

ORAL SKILLS
Acceptance of increasingly complex textures

AUTONOMY
Plates & Cutlery; Self-regulation

HEALTHY CHOICES
Healthy In-Between
Specific baby food and drinks decline rapidly after one year-old
Innovation in the Early life nutrition category is a challenge...

...To provide healthier choice to parents and pleasurable experience for babies
User experience innovation: a successful path to design organic range

1. Real life context understanding – specific target

2. Co-design and prototype with parents

3. Develop and evaluate the best product that parents expect and that babies love
Coherency of the full experience is key

OVERALL LIKING

N = 120 MUMS

Blind | Branded
+0.38 pts | +0.27 pts

ORGANIC fruit raws 1

ORGANIC fruit raws 2
Conclusion
Key Take Outs – Moving to User Experience Design

- More **Observation**, **listening** and less declarative
- Test more **real-life**, in **context**, with **real-time** feedbacks
- More “**Collaboration**” with Users than data collection
- More **Early Prototyping** & iterative co-design
- More **sensory design** & storytelling