



**ZOBELE
GROUP**

**ZOBELE
INNOVATION
HUB**

Solving healthcare concerns through sustainable business

Understanding the challenge



1. Consumer needs & insights

Congestion is a common symptom in many illnesses and allergies, which causes discomfort at night as it interferes with sleeping. The situation is particularly stressful for children who usually demand constant attention from their parents. Many topical creams, patches, vaporisers and humidifiers available on the market are considered to be invasive and uncomfortable for most users.

2. Business understanding

There is a growing interest regarding health and safety issues. In line with this trend, the demand for preventive solutions is increasing. As the market grows, governments have developed specific regulations that establish stricter requirements for healthcare companies. As a result, the situation has steered most of the business interest in the OTC direction. Furthermore, there is increased pressure on market leaders as a result of generic drugs, threatening the profitability of branded products.

3. Technology research

Approaching state-of-the-art technology from a user perspective means understanding the benefits that such a technology can bring the consumer. In this case, research was driven by two major factors: safety and ease of use.

Concept generation



1. Concept co-creation

By taking the innovation guidelines as starting point, the Innovation Hub organised several workshops with consumers, client stakeholders and Zobebe experts to co-create twenty different alternatives. All concepts had a technological approach and a unique selling proposition for evaluation.

2. Concept screening based on user, business & tech requirements

An innovation planner, supported by ZOBELE GROUP experts, assessed the new concepts from the three perspectives in order to agree on the most interesting solutions. Only three concepts were selected to be developed further.

3. Design & context of use

A concept designer, together with a team of designers and supported by the innovation planner, depicted different scenarios for each concept and gave them shape. This task helped to understand the benefits and interactions of each concept and envisage the business interest.

4. Design selection and mock-up creation

Customers selected the designs that met and even surpassed their expectations and we provided them with mock-ups, from foam to high-end definition models.

Concept maturing



1. Technical design

Designers and engineers were responsible for transforming the concepts into tangible devices. They first built realistic working prototypes to check their technical feasibility, functional validation and cost viability.

2. Functional validation

The prototypes were submitted to different kinds of testing. Users checked the experience and functionality of the solutions and technicians checked that they provided the minimum acceptable quality and safety levels.

3. Cost and Investment estimations

Operations and Supply Chain departments became involved at this early stage to ensure that the new concepts were affordable in comparison to the market segment, as well as profitable for all business players.

4. IP clearance

The Patents department collaborated with the Innovation Hub to ensure that there was no infringement of existing Intellectual property rights and to manage the processing of new patent applications.

Product solution



The first plug-in device on the market to combine the beneficial action of natural formula ingredients with a comforting nightlight, to soothe sick children and help them to sleep all night long, without interruptions.

This waterless vaporizer, which automatically controls its nightlight through a light sensor, also provides efficient relief for adults with congestion.

Features

- Plug-in unit with nightlight. Nightlight goes on when lights go out.
- Each refill contains a blend of natural aromatic ingredients including: menthol, eucalyptus, camphor, lavender and camomile... for clear and easy breathing.
- Childproof: safe and easy to use.
- Comfortable, effective and convenient: just plug it in.
- Up to 8-hours release.

INNOVATION CRITERIA

CONCEPT GUIDELINES

DELIVERABLE: FEASIBLE, VIABLE
AND FUNCTIONAL WORKING PROTOTYPE