

ELEVATING PLATFORM SAFETY: REDESIGNING AND LAUNCHING A SAFETY DEVICE FOR CONSTRUCTION AND INDUSTRIAL PROFESSIONALS WHO WORK WITH ELEVATING LIFTS

CHALLENGE

A leading innovator in construction and industrial safety sought to gauge the effectiveness, demand, and purchase likelihood of a new safety device designed for elevating aerial lift platforms. This advanced device featured bright flashing lights and sirens to alert users of impending collisions. However, the client faced critical questions: would this technology meet industry needs, and would potential customers adopt it?

OBJECTIVES

- 1 Validating the need for the safety device in construction and industrial sectors
- 2 Gathering feedback to optimize design and alert mechanisms
- 3 Determining market readiness, ideal price points, and opportunities for expanded use cases

STRATEGIC APPROACH



Expert Recruitment

Construction and industrial professionals, including those who manage or use elevating lift platforms and safety managers, were carefully recruited to participate. Screening ensured relevant expertise and diverse perspectives.



Targeted Focus Groups

Focus groups were conducted in Houston and Dallas, Texas, to capture feedback from key stakeholders.



Refined Discussion Guide

In collaboration with the client, we crafted a discussion guide that uncovered nuanced feedback on the prototype's design, functionality, and overall market potential.

KEY FINDINGS

The Product Satisfies an Unmet Industry Need

- Participants confirmed a strong demand for advanced safety technology. However, the initial prototype's design and alert system were found to be ineffective and unlikely to gain adoption in its current form.

Actionable Design Feedback

- Valuable suggestions were provided, including optimizing alert mechanisms for clarity in noisy environments, a redesign of the physical design of the unit, modifying the mobility of the unit, enhancing durability, and ensuring ease of installation.

Prototype Evolution and Validation

- Using the insights gathered, the client redesigned the safety device. Additional focus groups with new participants validated the changes, ensuring unbiased and fresh perspectives.
- The revised prototype received overwhelmingly positive responses. Participants highlighted its improved effectiveness and identified opportunities for use in additional sectors, such as warehousing and general industrial operations.

RESULTS



Optimized Product Design

Feedback directly shaped a market-ready device that aligns with user needs.



Market Viability Confirmed

The redesigned product showed high purchase intent, with an ideal price point established. **Without engaging in market research, this company would have entered the marketplace with the wrong design, leading to low sales.**



Strategic Go-to-Market Plan

Research insights informed a targeted marketing strategy, including product placement, promotion, and pricing.

CONCLUSION

By tackling the client's challenges head-on, the research provided clear, actionable insights that transformed the prototype into a ready-for-market safety device. With launch set for mid-2025, the client is poised for success in the construction sector and beyond.