

Product Sheet: Kaiasm Innovation Insight

Inform product and service innovation with the expressed needs of an entire society.

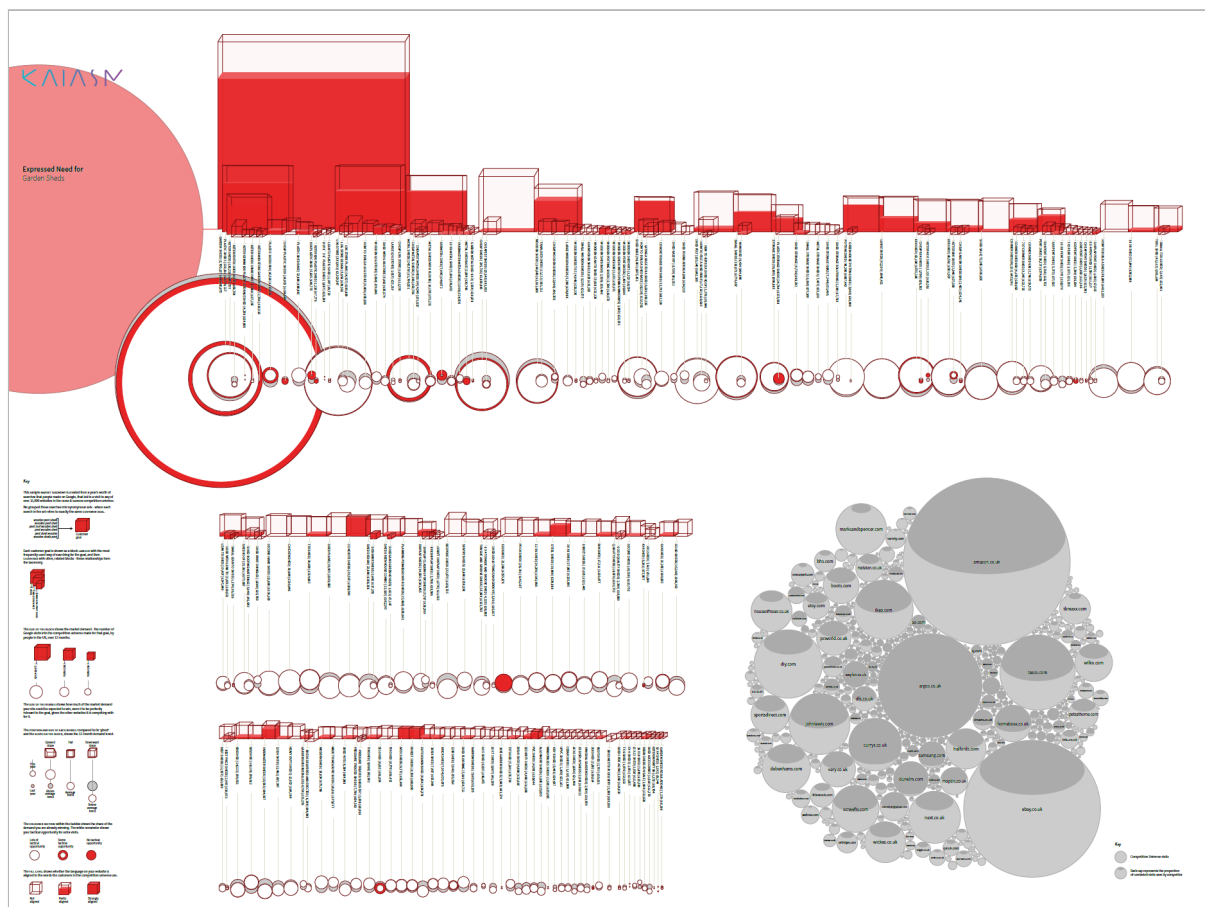
The Kaiasm Data Source is the single best source of mass market data in the world. Ten years in the building. Proven with major retailers. Now made available to Product and Service Innovation practitioners.

Our Product Information Insight packs allow innovation teams to inform their new product development processes with unrivalled quantitative data about product demand, attribute demand and more.

- Let your customers develop your next product. Explore how products, if seen as a bundle of needs met, can be reconfigured
- Align innovative thinking with deep knowledge of expressed market need.
- Find the Gap. Identify currently unmet need in existing market spaces. Read more: Blue Ocean Strategy needs some Purple.
- Change the rules of the game. Redefine who your customers are. Redefine what products or services you should offer them. Redefine what you should offer and how you do business.
- Spot pioneers to become a leader in a new market's early growth phase by bringing your own vision of the eventual mass market.
- Integrate your own analytics and web log data into the Kaiasm data source for even deeper insights
- Create a system to support ongoing innovation. Self-serve data to inform ongoing innovation processes.

Example: Customer Goal Discovery & Unmet Needs, Garden Sheds

Delivered as large-format maps (just like an Ordnance Survey map - indeed, it's from the same printers!). Perfect for discussion groups. Also available as an explorable online toolkit.



Example: Micro-competition Analysis, PC Cases

Improve the Offer

Number of Products Offered on PC CASES page:

10 product(s) offered from this page and its descendants.

- <https://uk.es-online.com/eb/ip/conssoles-desktop-enclosures/4713182/>
- <https://uk.es-online.com/eb/ip/conssoles-desktop-enclosures/4713183/>
- <https://uk.es-online.com/eb/ip/conssoles-desktop-enclosures/4713184/>
- <https://uk.es-online.com/eb/ip/conssoles-desktop-enclosures/4713185/>
- <https://uk.es-online.com/eb/ip/conssoles-desktop-enclosures/4713186/>
- <https://uk.es-online.com/eb/ip/conssoles-desktop-enclosures/4713187/>
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- <https://uk.es-online.com/eb/ip/conssoles-desktop-enclosures/4713189/>
- <https://uk.es-online.com/eb/ip/conssoles-desktop-enclosures/4713190/>
- <https://uk.es-online.com/eb/ip/conssoles-desktop-enclosures/4713191/>

[\(download list of all 10\)](#)

Competitors for PC CASES

Includes descendants: system case, full tower pc case, small form factor pc case, gaming tower case, itx case, mini itx case, rack flight case, rackmount server case, 2u rack case

1. overlockers.co.uk ▶	32.5%
2. ebay.com ▶	25.5%
3. scan.co.uk ▼	12.5%
/shop/computer-hardware/cases/all	5.99%
/shop/computer-hardware/cases/full-tower-cases	4.19%
/shop/computer-hardware/cases/mini-itx-pc-cases	1.89%
/shop/computer-hardware/cases/mid-tower-pc-cases-with-window	1.89%
/shop/computer-hardware/cases/rackmount-cases	0.69%
/shop/computer-hardware/cases/cable-cases-with-power-supply	0.59%
4. novatech.co.uk ▶	9.0%
5. xcase.co.uk ▶	8.5%
6. box.co.uk ▶	6.0%
7. aris.co.uk ▶	4.0%
8. ccloonline.com ▶	2.0%
9. corsair.com ▶	1.0%

To-do next?

Review the offer. Is it broad enough? Does it compare well to the main competitors? Does it meet the 5 things to think about?

Do this now or [assign to someone else](#)

How to curate a product list page - 5 things to think about.

If you know every way that people look for different kinds of PC cases, you can understand who is winning the market share across all of the thousands of ways of expressing those needs, weight and aggregate them, and show the real competition for any product set.

Find key competitors and key competitor product sets