

# Chapter 4

## Case: P&G CarpetFlick

# Case Background

- Launched the Swiffer in 1999 with a disposable cloth that fits over a rectangular head.
- It could not sweep the carpeted floor.
- P&G started to work with IDEO to create a new sweep which works on carpet.
- In November 2003, IDEO went into “deep dive” mode and came up with the idea of Shagilator.
- Sweeper has the drawback of not being able to pick up hair or lint but they found the solution.
- After several improvements and modifications CarpetFlick was launched in 2005.

# Case Problems and Solutions

- IDEO's helped to observe the problems and customer needs by using different techniques.
- Choosing the method of Flicking was very unusual but worked very well. P&G came up with new prototype with the help of IDEO.
- P&G could have generated a concept of having a carpet that does not stick dirt and lint.
- P&G could offer the customers with discount on accessories on the purchase of CarpetFlick.

# Conclusion

- Market need should be identified.
- Observing and seeking the problems and customer needs.
- Should have positive relation to work with any other group.

Thank you !!