

How does Cuisinella co-construct innovative solutions with its consumers to create the kitchen of tomorrow?

cuisinella
A l'écoute de vos envies

mushin



Cuisinella is a leading specialist retailer of fitted kitchen furniture. Cuisinella is based on its desire to communicate by listening to the consumer: "listening to your desires".



6

topics
explored



12

ideas
under study



3

projects
launched



Stakes

Capitalising on **exchanges** with consumers to gain **insights** to optimise processes, gain a better **understanding** of the market, **anticipate and resolve** customer irritants and uncover **opportunities**.



Solutions

After **hundreds** of exchanges and **shared ideas**, the Cuisinella Market Manager selected **12 ideas** and organised a voting phase to select the best ones to be included in the **Cuisinella 2020 product plan**.



Results

"We very quickly got to grips with the Mushin platform, the use is **fluid and intuitive**. Our objective of **generating new ideas and selecting a concept** to explore has been achieved and we now need to work on the next steps to take the platform further in **product development**."

Anne Bornert, Market Manager, Cuisinella