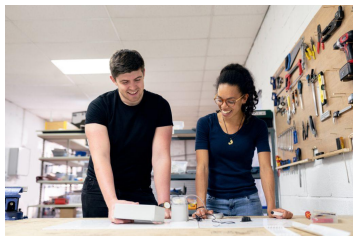


How does Leroy Merlin innovate more effectively and quickly by engaging consumers in the creative process?



Leroy Merlin is an Adeo Group company specialising in DIY, construction and gardening, positioning itself both as a market leader and as a brand that is close to its customers.



600
shared
realisations



35
active
consumers



20
ideas
under study



Stakes

Turning consumers into **actors** in **product innovation** and enabling Leroy Merlin to refine its understanding of **market needs** and make them allies in the **creative process**.



Solutions

Thanks to the **inspirations and images shared**, and the **real time** aspect of the chat, the different actors of the product collaborate **on one and the same platform** during the **upstream phase** of the **product development process**.



Results

"Using Mushin has given us a lot of **flexibility**, the tool is easy to use and the **moodboards** are a real plus to visualise the ideas proposed. Thanks to Mushin, we have strengthened our **ideation process** with prospects and consumers. With them, we are co-constructing their **experience of tomorrow**."

Clément Weets, Product Manager, Leroy Merlin France