



## CASE STUDY : NEW PRODUCT DEVELOPMENT OPPORTUNITY ASSESSMENT

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*“Steve and the Line of Sight team are exceptional at designing the right approach to balance the outcomes we wish to achieve with our tight budgets. We appreciate how they spend the time up front to help us clarify our objectives and get the most from the research.”*

**Vice President/General Manager**  
**College of Health and Behavioral Sciences**

### Situation:

A higher education institution was considering adding a new program for a specialized area of focus within its healthcare vertical. The institution needed to understand the demand from both students and employers within the specialized focus area and the effects that changing health care industry forces would have on future industry growth and the future offerings of competitors.

### Solution:

Line of Sight Group (LoSG) utilized a two-prong approach to first understand the market demand, and then examine the offerings provided within the company’s competitive landscape. By triangulating a combination of secondary and primary information, LoSG was able to present a highly accurate depiction of the current industry condition and future driving forces, in addition to identifying key table stakes and differentiators for competing in this space.

### Benefit:

Our client used this information to identify opportunities in which it could gain a competitive advantage. The ultimate outcome was the development of not one, but three new products that focused on three separate market segments as a way to capture a broader share of the market.

