



## BREAKTHROUGH PRODUCTS

# Idea screening and concept testing

Your guide to going from  
promising idea to perfect  
products



# Table of Contents

- 3 [Introduction](#)
- 4 [Idea screening](#)
- 6 [Concept testing](#)
  - 9 [Choose your test methodology](#)
  - 11 [Design and field your study](#)
  - 18 [Identify the most promising product concept](#)

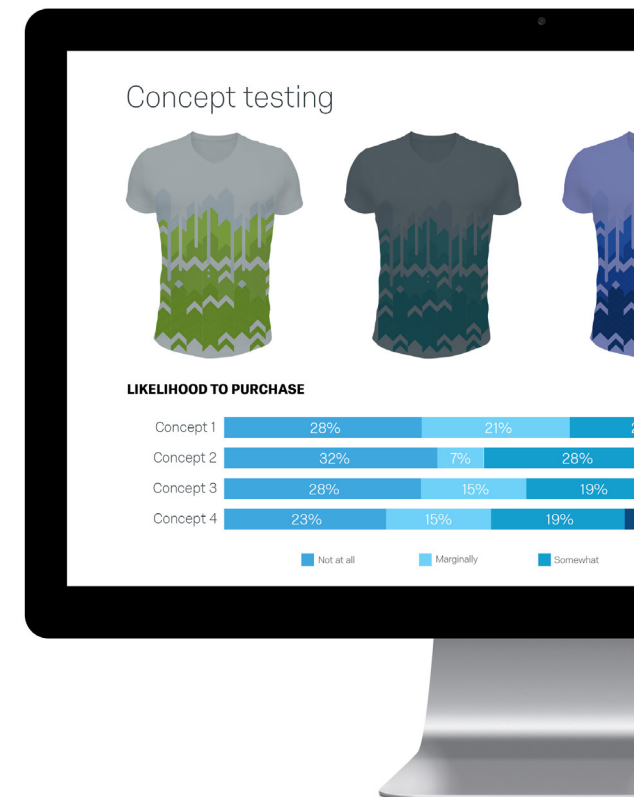
# Introduction

Once you've got an idea of the market landscape and perhaps even some needs assessment research too, it's time to prioritize your product ideas and come up with a shortlist of promising concepts before you finally get down to 'the one'.

It's a two-staged process:

- + **Idea screening** — evaluating early stage product ideas and filtering out those that lack potential at this time
- + **Concept testing** — more in-depth testing of a smaller number of the more promising concepts

In this guide, we'll look at how the two stages work, best practices to follow, and how you can use them to refine your product ideas and get one step closer to a successful product launch.



SECTION 1

# Idea screening

## Idea screening

Filtering your product ideas down to a shortlist of most viable products is an essential step in the product development process — fail to do it and you risk spending time and money on in-depth testing of a product that's likely to fall short of expectations.

Put simply, idea screening is a comparison of each potential idea against a set of criteria that determine whether the product could be viable. Ideas are evaluated and then stack ranked in order to prioritize them.

Once your screening is complete, you should have a shortlist of most viable products ready for further development, for example building out the features and benefits of the product, before you go into concept testing.

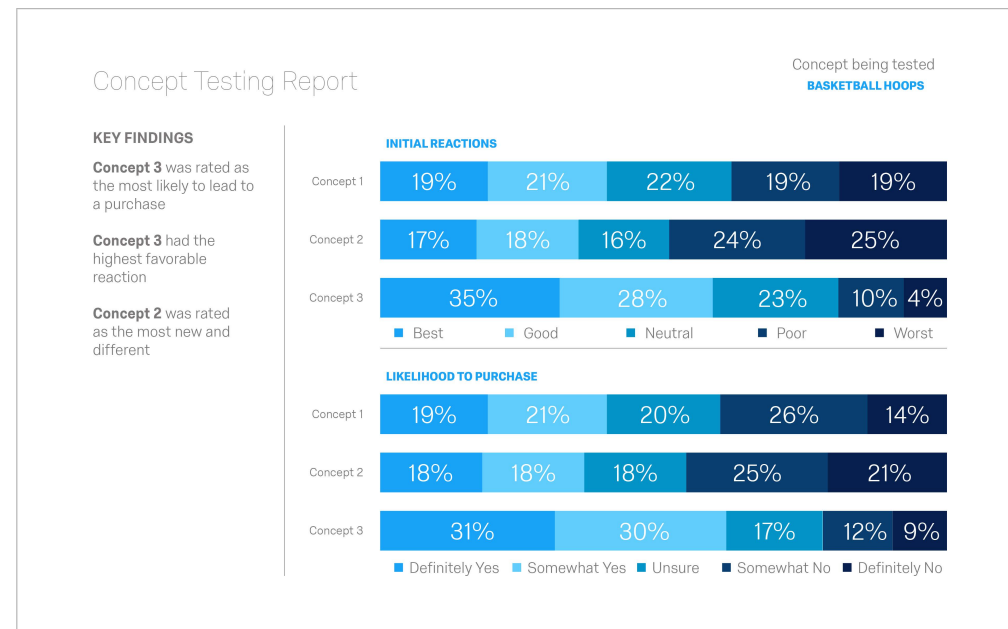
SECTION 2

# Concept testing

# Concept testing

Concept testing is a way of assessing appeal and validating a product concept prior to launch. This can include anything from your product positioning, to its key features and benefits. In this section, you'll learn how to build an effective concept test in three steps:

- + Choose your test methodology
- + Design and field your study
- + Identify the most promising product concept



SECTION 2

# 3 steps to concept testing

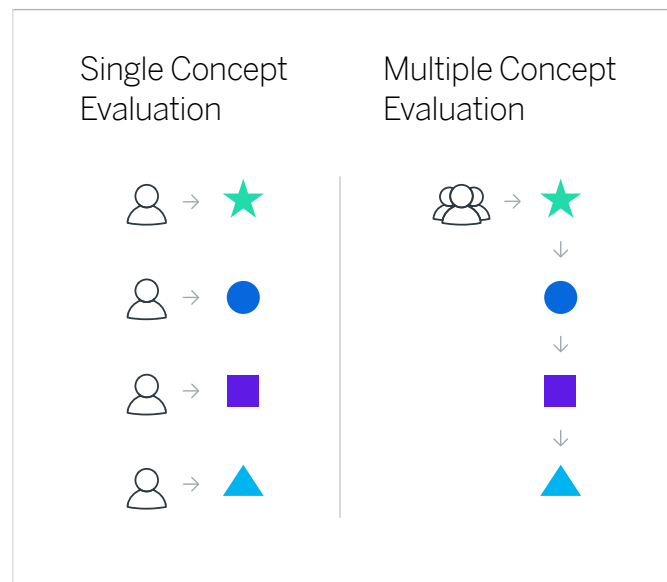


# 3 steps to concept testing

*Concept testing helps you get your product perfect prior to launch. We've included three steps to designing your perfect concept test.*

## STEP 1 CONCEPT TESTING WITH CONJOINT ANALYSIS

There are several different ways to test your concepts. Some of the most common include the following:



### Single Concept Evaluation (Monadic)

Respondents complete a full evaluation of a single concept.

### Multiple Concept Evaluation (Sequential Monadic)

Respondents complete full evaluations for multiple concepts.

Each test methodology comes with its own tradeoffs.

	<b>SINGLE CONCEPT EVALUATION</b>	<b>MULTIPLE CONCEPT EVALUATION</b>
<b>PROS</b>	<ul style="list-style-type: none"> <li>+ Fast for the respondent</li> <li>+ Unbiased view of each concept</li> <li>+ Better response rate</li> <li>+ Detailed results for every concept</li> </ul>	<ul style="list-style-type: none"> <li>+ Detailed results for every concept</li> <li>+ Requires fewer responses</li> <li>+ More cost effective</li> <li>+ More efficient for the researcher</li> </ul>
<b>CONS</b>	<ul style="list-style-type: none"> <li>+ Requires more responses</li> <li>+ More expensive</li> <li>+ Longer to field the survey</li> </ul>	<ul style="list-style-type: none"> <li>+ Longer response time</li> <li>+ Poorer response rates</li> <li>+ Introduces bias to other concepts</li> </ul>

## STEP 2 DESIGN AND FIELD YOUR STUDY

If you opt to use single concept evaluation or multiple concept evaluation, you'll want deeper insights on your concept options. This section will help you know what questions to ask.

First, show the respondents your concept.

### INDOOR TRAINING HOOP

#### Key features:

- + Adjustable height
- + Tracks number of missed and made shots
- + Tracks force of impact on both rim and backboard
- + Provides guiding lights to help players make more baskets



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Next, ask your respondents about their initial reaction. This is a crucial question as this will give you a good indicator of whether your product will stand out in the market.

Based on our experience designing similar surveys and industry best practices, we recommend asking the respondents about the following topics.

What is your initial reaction to this concept?

- + Likelihood to buy
- + Uniqueness
- + Appeal
- + Likability
- + Believability
- + Relevancy
- + Product need
- + Most and least-liked attributes

**Uniqueness** helps you understand if the concept you are proposing is different enough from existing solutions to convince customers to purchase your product or service.

How unique is this concept from other products currently available?

Very unique

Unique

A little unique

Not very unique

Not at all unique

**Likeability** helps you gauge if your concept produces positive or negative reactions.

How much do you like or dislike this concept?

Like a great deal

Like somewhat

Neither like nor dislike

Dislike somewhat

Dislike a great deal

**Believability** helps you establish if your respondents trust the overall outcomes of your product.

How believable is this concept?

**Relevance** helps you understand if your product concept is aligned with your consumers. For example, if your concept is geared toward outdoor enthusiasts, your product may not be relevant for the typical city worker.

How relevant is this concept to you personally?

Asking about needs helps you determine if your **product has demand**. While a respondent might like your product concept and find the idea appealing, they may not need that product.

Need alone doesn't mean there will be demand for the product, so a useful follow-up to that is to ask about **need vs want**.

From the list below, which best describes your need for this concept?

I need it because nothing else solves this problem

This would be slightly better than what I am currently using

This is essentially the same as what I am currently using

What I am currently using is better than this

I don't see any reason to use this

How would you describe this new product?

A need, not a want

More of a need than a want

Both a need and a want

More of a want than a need

A want, not a need

Neither a need nor a want

Including open-ended questions about what respondents **liked most and least** about your concepts gives you a chance to find hidden strengths or weaknesses in your concept.

What do you like MOST  
about this concept?

What do you like LEAST  
about this concept?

**Likelihood to buy** helps you know if this concept will sell.

How likely would you be to buy  
the product shown here?



Depending on which survey methodology you choose to implement, there are a few survey design and fielding differences.

### **Randomization**

If you opt for multiple concept evaluation, you'll want to randomize your concept options. Often, the first concept will bias your respondent to other concepts in your test. By randomizing your survey, you can minimize the effect by ensuring that respondents start with a different concept.

You may also want to randomize the concept order, and consider having minimum reads (i.e. a minimum number of respondents evaluating each concept in first position) so that you get a minimum readable sample of the unbiased evaluation of the concept.

### **Sample size**

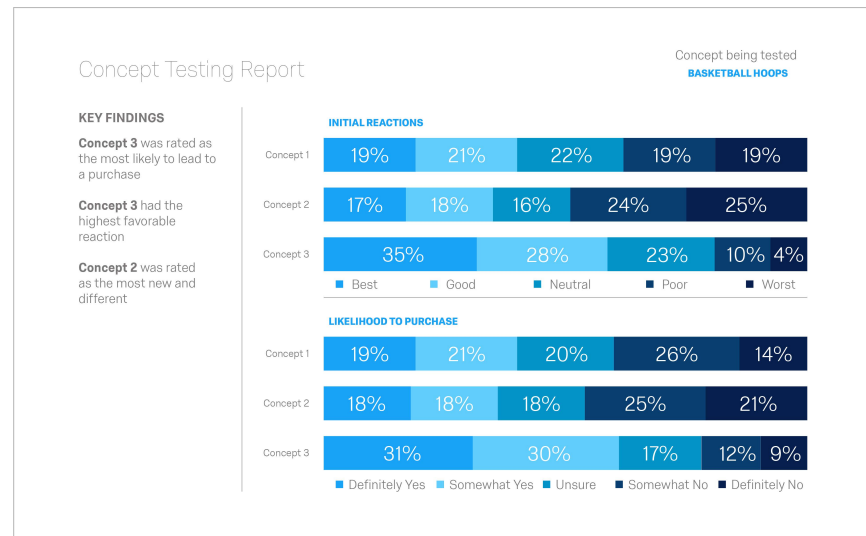
If you choose either multiple concept evaluation or concept selection, we recommend at least 300 responses per concept for statistically significant results.

### STEP 3 IDENTIFY THE MOST PROMISING PRODUCT CONCEPT

Once you have your survey results, you can start to identify which concepts are the most likely to be successful. To start gaining insights, break down your results both overall and into individual results. This will give you both a high-level and in-depth view of your study.

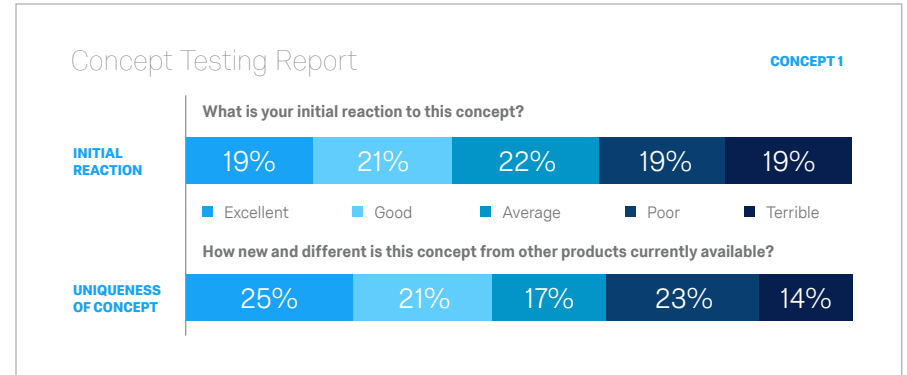
#### Overall Results

Overall results show you at a glance which concepts performed the best. For example, you can see which concepts had the best initial reactions and which concepts would lead to purchases.



## Detailed Results

The detailed results for each concept enable you to dive deep into key attributes like uniqueness, believability, relevancy, etc. for each of your concepts.



You'll probably have many open text responses, too. Going through each response line-by-line will eat up your time and make it hard to identify core themes and topics. Smart text analysis tools like Text iQ automatically identifies key topics and sentiment in your responses, allowing you to spend more time adjusting your concept rather than reading responses.



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