VIEW
Concept Testing

Got a new product idea that you would like to launch for your customers? Want to test the concept before you invest your resources into development and launch?

What can we do?
Our Insight Partners can help you develop and test the concept among the target audience in an efficient and cost-effective manner.

What is the methodology?
A Concept Test is not just a 'Go or No-Go' decision. Early testing helps you better understand criteria for development and what areas need improvement. It also lets you know how it resonates with the audience. All this can help improve product development. Depending on the stage at which the concept is being tested, the right methodology will need to be identified:

01 For early-stage concepts that have scope for modification, the preferred approach is qualitative exercises which allow for new idea generation.

02 Sorting is a quantitative shortlisting method that is adopted when you have to choose between multiple concepts.

What does the output contain?
A Concept Testing output can provide you with a clear understanding of the overall effectiveness of the concept, such as:

- Is the concept liked by the audience?
- Does it resonate with them?
- What could be the potential points of stress that need to be managed?
- How do we interpret diagnostics on what works and what doesn't in the concept?
- How does the concept idea align with the brand?

How can you use the output?
The results from the test can firstly be used to refine the concept and amplify its impact once the product / service is developed. The results can also provide valuable insight on the kind of communication strategy this new product / service would need, and the goals that would be relevant for the launch.

For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! Click here to get started, or send an email to contact@insightgig.com.

"If I have a thousand ideas, and only one turns out to be good I am satisfied."
Alfred Nobel, Philanthropist & Inventor

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