

More Than Just Scores: How to Improve Concept Development

It's expensive to develop and launch a new product, and the majority of new products introduced each year fail.* How do you ensure that your next product meets consumer expectations and exceeds your goals? Most concept testing focuses solely on scores, but to develop better concepts you need to also understand how to improve the idea and bring the idea to life.



Mapping Your Journey

Know which questions to ask during each stage of concept development.

Early Stage Ideation



Who is my target?

What products do they use?

What are unmet needs & why?

How to co-create ideas?

Idea Screening



How do I narrow a range of ideas quickly?

Would they buy it? Why/why not?

Was it unique or different? Why?

Which do I move forward?

Concept Optimization



What does my concept communicate & why?

Would they buy it? Why?

How do I get language right?

Will it change behavior?

What need does it fill?

#conceptgoals



Clearly articulated



Defensible positioning



Globally/regionally acceptable



Emotionally satisfying



Communicates benefits & positioning



Shows superiority



Convincing language/motivates purchase

Select the Right Format

The format and amount of information you share is based on both the stage of your journey, but also your approach. For example, if mobile, you will want more of an Amazon format.



Traditional



Amazon Format



Image & name

Improving Your Concept Tests

In a world that is moving at warp speed, you need more than a few scores to identify & refine your concept. At buzzback, we scale up using our proprietary and creative techniques to meet consumers where they are going, quickly & efficiently.

Key Metrics

Develop a foundation – what scores highest? What scores lowest?

Purchase Interest

Appeal

Uniqueness

Relevance

Believability

Elevate

How to improve the idea – what resonates/doesn't? Words, phrases to optimize and why?

Key Takeaways

Diagnostics

Consumer Language

Image/Text Heatmaps

Give it Life

How to bring the idea to life – how will consumers use it? What will it replace? What behavior will it change?

Consumer Co-Creation

Strengths/Weaknesses

Immersive Understanding

How/When/Where They Would Use It

Consumer Videos

For more information, or to get started on your next concept test, email info@buzzback.com.