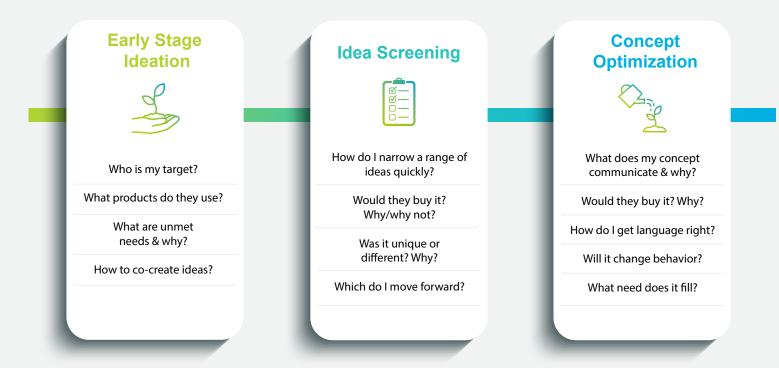
More Than Just Scores: How to How to Improve Concept Development

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.







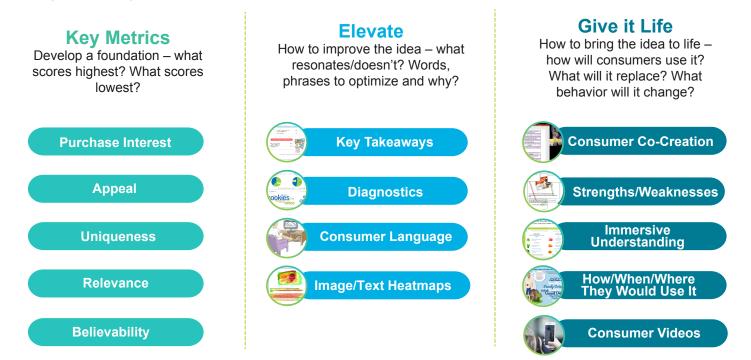
Select the Right Format

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.



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.



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

