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# TIPS FOR NEW CONCEPT TESTING



## 1. The qualitative element

The purpose of concept research is to test if the newly developed product concepts are attractive to the target group. Are you on the right track? In addition to the testing aspect, the final stages of this research also contain quite a bit of exploratory elements. It's much more than a simple "yah" or "nay". Above all, it's about understanding the current behavior and preferences of the target group that could explain the group members' reaction to new concepts. Why do they have the opinions that they have? Furthermore, you also want to find concrete points of reference to improve the developed concepts.

## 2. Method and criteria of product concepts

- Small scale and indicative.
  - Preferably carry out the research with: prototypes, three-dimensional designs or detailed sketches of products; or practical descriptions of services.
  - Preferably conduct the research with people in actual user situations:
    - Discuss product concepts for new beers in a bar.
    - Discuss new catering concepts in a company restaurant.
    - Discuss new household appliances in a kitchen.
- This is a bit more difficult for services. You can use research rooms for this.

### 3. Questionnaire

Draft a questionnaire together with experienced in-depth interviewers from the agency. You can use the following types of questions (make them specific for your sector and target group):

- Exploratory:
  - What is the current purchasing and usage behavior? (Why?)
  - What are the major purchasing motivations? (Why?)
  - What are you currently using? (Why?)
  - What do you like about the current products on the market? (Why?)
  - What don't you like? (Why?)
- Testing:
  - Do you recognize the customer friction? (Why?)
  - Is the concept clear? (Why?)
  - Is it relevant to you? (Why?)
  - Is it attractive? (Why?)
  - Does it distinguish itself? (Why?)
  - Does it fit the brand? (Why?)
  - Do you consider it credible? (Why?)
  - Is it something for you? (Why?)
  - Would you buy it? (Why?)
  - How much do you think it will cost? (Why?)
  - Would you have anything about it changed? (Why?)

### 4. Target group

Choose a conversation partner from the target group described in your innovation assignment.

Tip: stick to this!

### 5. Participants involved in the ideation team

- Invite all core team members (and the extended team members) to be present.
- Mindset: ask the team members to observe and listen closely to the responses given in the interviews. This is how they will be inspired for possible improvements.
- Ensure that core team members are present in all countries for the qualitative research.

### 6. Choosing the agency

- There are many good qualitative interviewers and market research agencies. Look for people with a lot of experience conducting in-depth interviews, preferably with experience in the relevant product group or sector.
- There are international networks of qualitative research agencies. Seek out the networks that truly share the same vision, use the same methods and have branches in all the countries. When you need to test for B2B concepts, seek out the agencies that are specialized in this.

Tip: Record the interviews. The client feedback can then be referred back to later in FORTH or in the product development process. For instance, to show management or the product development team how positive or critical the target audience was regarding a specific new product concept.