




## IDEA SCREENING

# Discover ideas that resonate the most with your customers

Focus early-stage innovation by understanding which ideas and product lines have the most potential before investing further in their development



Qualtrics enables us to gather the evidence that we need in order to really understand our users and our product, to then drive decisions that our product teams are making

Colette Kolenda  
User Research

**SPOTIFY**

## Stack rank different product ideas

- + Assess the likability and perception of new product ideas
- + Know where to invest your resources for early stage innovation efforts
- + Accurately forecast product revenues and efficiently allocate resources.

## Backed by powerful methodology

- + Assess the relative preference of your respondents for your set of ideas with MaxDiff analysis
- + Start testing your ideas with gut reaction questions and advance to detailed idea screening questions
- + With eight or more ideas, the survey template will automatically include Advanced MaxDiff methodology, which will add anchored MaxDiff questions



## Avail Qualtrics Product Concept Testing via



### SELF-SERVE XM SOLUTION

- Leverage an expert-built survey template, preloaded with the right questions, to help you save time
- Quickly view and interpret results with pre-built workflows and channel results into pre-configured dashboards



### QUALTRICS RESEARCH SERVICES

- Lean on our seasoned research team to help unlock the power of the DesignXM research platform
- Customize the solution and expand the scope to your specific needs and deploy across vetted panels

qualtrics<sup>XM</sup>

[Contact sales](#)