



PRODUCT CONCEPT TESTING

# Identify your most promising product concepts

Validate product ideas early to identify and refine the one that offers the best opportunity to delivering the targeted business outcome



jetBlue



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**

## Stress test every aspect of your product theories

- + Understand concept effectiveness along with its strengths and weaknesses
- + Reveal hidden product differentiators and pitfalls with open text analysis
- + Accurately forecast product revenues and efficiently allocate resources.

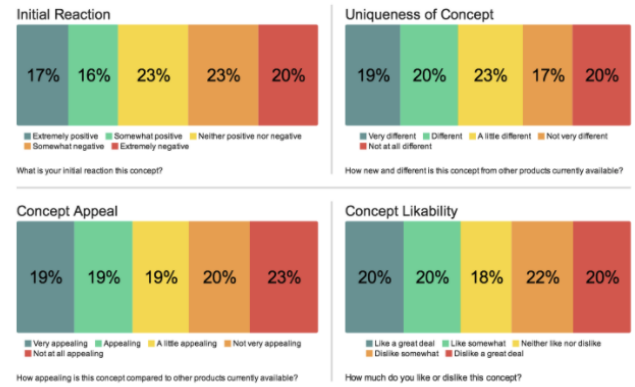


# Essential tool to kick start product development life cycle

- + Choice of monadic and sequential monadic methodologies to evaluate single or multiple concepts respectively
- + Various concept tests include detailed concept analysis, use situation, value analysis and segmentation analysis

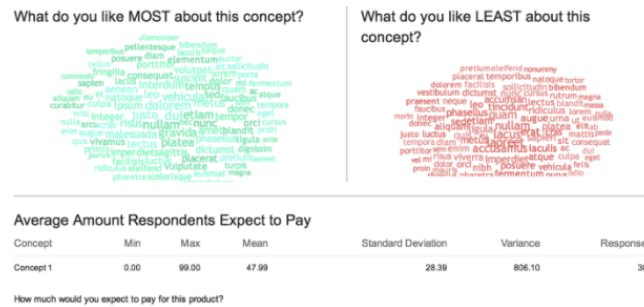
## Concept Testing Report

Concept: Concept 1



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## 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](#)