



Zeldis Learning Center

Zeldis Research Associates
1230 Parkway Avenue, Suite 311
Ewing, NJ 08628
Phone: 609-737-7223
www.ZeldisResearch.com

Guide

to selecting the

Appropriate Methodology

for your

Concept Test

AUGUST 2016

RESEARCH BRIEF

Selecting the Appropriate Methodology for your Concept Test



On the surface, concept testing seems simple: develop an idea, present it to potential customers, determine potential viability, and refine the product or service.

But as a specialist in concept testing across a wide range of industries and product types, we've learned that there is no "one size fits all" approach to this research. The strategies can vary as widely as the concepts themselves.

By addressing a few simple questions this guide can help you select the methodology and design stimulus best suited to yield useful results.



GUIDE



In Its Very Early Stages

Qualitative
Research

Very Early? QUALITATIVE

Late-stage,
Fully Developed

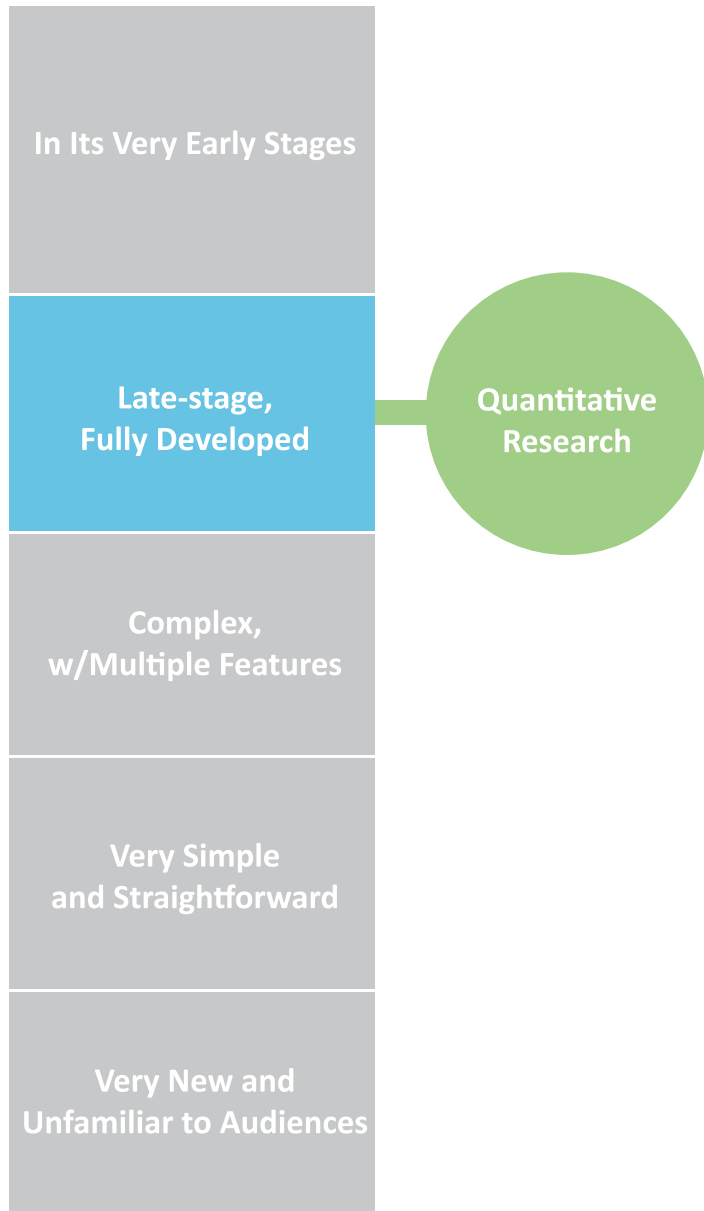
Complex,
w/Multiple Features

Very Simple
and Straightforward

Very New and
Unfamiliar to Audiences

Too often, companies rush into quantitative testing with a concept that is not fully developed. This can lead to lower-than-expected acceptance rates, either because participants do not understand the concept details or they fail to visualize how the concept works as a whole.

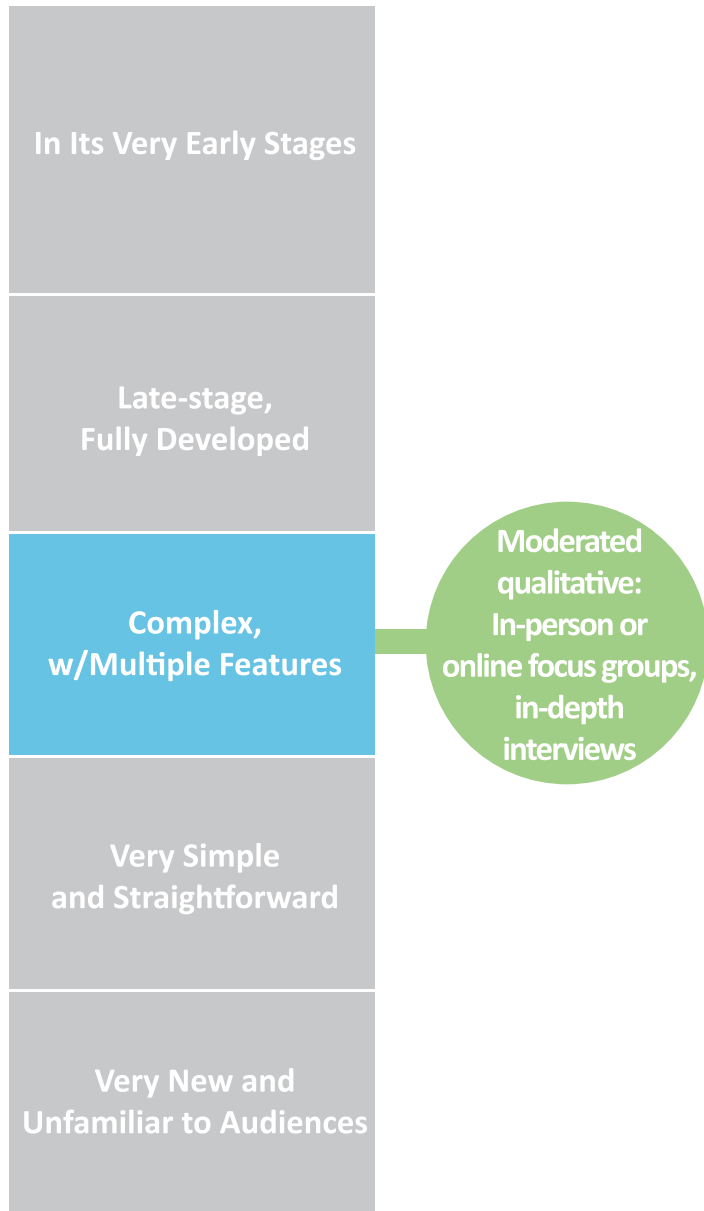
If the concept is in its early stages, we recommend qualitative testing to explore each feature in detail, identify any potential stumbling blocks, and refine the concept elements for more effective quantitative testing.



Late Stage? QUANTITATIVE

A more fully developed concept can be tested quantitatively, which can help determine potential market sizing and identify segments most and least open to the concept.

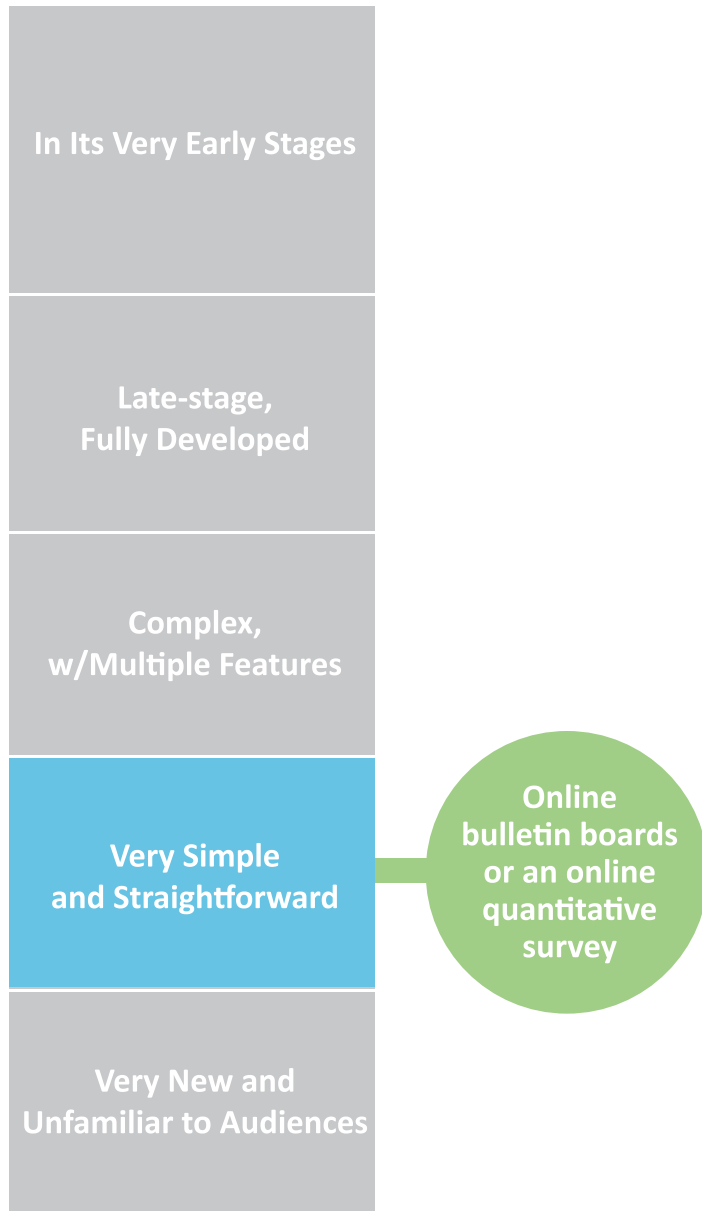
We usually recommend an online methodology, which allows participants to view images and videos to help bring the concept to life.



Complex? Moderated Qualitative

Passive methodologies, such as online surveys and online bulletin boards, make it difficult to determine whether participants truly understand the ideas presented.

If an idea is difficult to grasp, live, moderator-led methodologies allow for immediate feedback, additional explanations, and quick revisions to the stimulus if necessary.



Very Simple? Leverage Online

If a concept is simple and easy to understand, an online bulletin board is an efficient way to capture in-depth qualitative feedback for further concept development.

Similarly, an online survey is best used when the concept does not require detailed explanation and can be understood with a brief description or video.



Unfamiliar? Multimedia Stimulus

Simple, straightforward products can be tested using prototypes, pictures, or descriptions. However, intangible concepts (such as services) or very new ideas may present a greater challenge.

We encourage the use of multimedia stimulus, such as BrainShark videos, tutorials, or animated presentations, to help bring the concept to life.

These can be implemented qualitatively (in-person or online) and quantitatively via online surveys.