**Concept Test**

**Recommended Study Name:** Concept Test **[INSERT NAME]**

**Objectives:** Make sure you have a winning idea for your innovation. Refine and optimize ideas early on by fostering discussion and feedback on existing ideas. Then evaluate a concept by testing it across key measures and identifying key areas for improvement.

**Email Invite**

**Subject:** Help us develop this new concept idea that we have!

Hi **[%FirstName%],**

We are going to show you a new concept for **[BRAND + PRODUCT]** and then ask you to help us improve it. Keep in mind that this is a rough idea that is not yet finalized, but try to imagine it in the “real” world.

**Click here** to get started. Or, copy and paste this link into your browser: **[%ActivityLink%]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Idea**

**Question Type:** Text & Image

Who sees this question? All members

Here is the [PRODUCT / SERVICE / OFFER] that we would like you to consider.  Please look and read it carefully before continuing.

[INSERT VISUAL OF CONCEPT]

**[Q2] Like**

**Question Type:** Single Choice

Who sees this question? All members

What’s your first impression of this **[PRODUCT / SERVICE / OFFER]**?

[INSERT VISUAL OF CONCEPT]

I love it!

I like it

I’m indifferent

I don’t like it that much

I hate it!

**PRO-TIP: Use this question as a possible shareback to the community.**

**[PROGRAM Q3 AND Q4 ON SAME PAGE]**

**[Q3] Highlight Likes**

**Question Type:** Highlighter

Who sees this question? All members

Please highlight the words, phrases or images that you like about this **[PRODUCT / SERVICE / OFFER]**.

[INSERT VISUAL OF CONCEPT]

**[Q4] Why Like Concept**

**Question Type:** Long Answer

Who sees this question? All members

Mind telling us why you highlighted what you did? Make sure to tell us what you highlighted as part of your answer.

**[PROGRAM Q5 AND Q6 ON SAME PAGE]**

**[Q5] Highlight Dislikes**

**Question Type:** Highlighter

Who sees this question? All members

On the other side of things, please highlight the words, phrases or images that you dislike about this **[PRODUCT / SERVICE / OFFER]**.

[INSERT VISUAL OF CONCEPT]

**[Q6] Why Dislike Concept**

**Question Type:** Long Answer

Who sees this question? All members

Mind telling us why you highlighted what you did? Make sure to tell us what you highlighted as part of your answer.

**[Q7] Uniqueness**

**Question Type:** Single Choice

Who sees this question? All members

How new and different do you think this **[PRODUCT / SERVICE / OFFER]** is from other options currently available?

Extremely new and different

Very new and different

Somewhat new and different

Slightly new and different

Not at all new and different

**[Q8] Purchase Influence**

**Question Type:** Single Choice

Who sees this question? All members

If this **[PRODUCT / SERVICE / OFFER]** was available today, would you say that you’re…

Definitely likely to buy

Somewhat likely to buy

Neither likely nor unlikely to buy

Somewhat unlikely to buy

Definitely unlikely to buy

**[IF CONCEPT IS TANGIBLE / PACKAGING-RELATED, SHOW PACKAGE BLOCK]**

**[PACKAGE BLOCK]**

**[Q9] Expectations**

**Question Type:** Single Choice

Who sees this question? All members

How does this packaging compare to other similar products?

Better than others

The same as others

Worse than others

**PRO-TIP: This question can be changed to explore packaging expectations relative to a product category or specific brand.**

**[Q10] Package Characteristics**

**Question Type:** Single Choice Grid

Who sees this question? All members

What is your opinion of each of these aspects of the packaging of **[BRAND + PRODUCT]**?

Excellent

Very Good

Fair

Poor

**[SELECT A MAXIMUM OF 5 PACKAGE CHARACTERISTICS. CREATE YOUR OWN OR USE THE SAMPLE LIST BELOW]**

Overall appearance

Package shape

Package size

Color scheme

Distinctive/ unique design

Imagery and pictures of the product

**PRO-TIP: Exploring the relationship of these attributes to purchase influence will help you understand if you have a successful package and what areas may need improvement.**

**[Q11] Product Benefits**

**Question Type:** Multi Choice

Who sees this question? All members

Which of these benefits of **[BRAND + PRODUCT]** do you see communicated through the packaging?

**[SELECT A MAXIMUM OF 10 STATED OR ASSUMED PRODUCT BENEFITS. THE SAMPLE LIST BELOW IS AN EXAMPLE FROM THE BEVERAGE INDUSTRY]**

Good to enjoy with friends

Genuine

It energizes me

It satisfies my thirst

It is natural

**PRO-TIP: This question can help you determine identify what product benefits your packaging is communicating to your customers.**

**[Q12] Reasonable Price**

**Question Type:** Numeric

**Who sees this question?** All members

Now that you have seen the packaging for this product, what do you think is a reasonable price to pay for the product? Think of other products you usually use to help you answer this question.

**[THIS QUESTION IS OPTIONAL AND SHOULD BE ASKED ONLY IF THE CONCEPT DOES NOT INCLUDE A PRICE]**

***Optional*Q13\_ Price Comparison**

**Question Type:** Single Choice

**Who sees this question?** All members

How does this compare to what you pay for your usual product? This price is

Greater than usual

The same as usual

Less than usual

**[THIS QUESTION IS OPTIONAL AND SHOULD BE ASKED ONLY IF THE CONCEPT DOES INCLUDE A PRICE]**

**PRO-TIP: The Reasonable Price measurement uses easily understand language and “physical” scales to explore customer perceptions of the difference between products.**

**[END PACKAGE BLOCK]**

**[Q14] Improvements**

**Question Type:** Long Answer

Who sees this question? All members

Do you have any ideas or improvements that you would like us to make to this **[PRODUCT / SERVICE / OFFER]**?

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Your feedback is going to be super helpful as we continue development on this **[PRODUCT / SERVICE / OFFER]**. We’ll keep you in the loop on how things progress.

We really appreciate the feedback and look forward to hearing from you again.

Thanks again!

**[COMMUNITY NAME]**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**