

CONCEPT Concept testing is a process that involves evaluating the potential viability of a new product or service before it is fully developed or launched. It typically involves presenting a proposed concept to potential users or customers and gathering feedback on their perceptions, preferences and purchase intent. Concept testing aims to identify any issues or challenges early on in the development process and to make any necessary changes or adjustments before investing significant resources in product development and marketing. Concept testing can be conducted through various techniques, including surveys, focus groups and online testing platforms.

BACKGROUND

Concept testing gained traction in the mid-20th century as companies began to recognize the importance of market research in new product development. In the 1970s and 1980s, advances in technology, coupled with the rise of the Internet in the 1990s, led to the development of new online testing platforms and methods for gathering and analyzing customer feedback. Today, concept testing is a widely used technique for evaluating the viability of new product and service ideas.

REAL WORLD CONNECTIONS

REAL WORLD SUCCESS STORIES:

- Tesla's Model 3
- Starbucks dairy free drink menu
- Lay's – Do us a Flavor Campaign
- Everipe's Superfood Smoothie Kits utilized Upside

REAL WORLD FAILURES:

- Burger King's Satisfries
- Juicero Juicer Machine
- Dove's Body Shaped Bottles

