

- Identify Needs
- Idea Screening
- Concept Testing
- Product Optimisation
- Product testing
- Post Launch

**Need to screen lots of needs or ideas to identify the most promising? Use Need or IdeaExpress!**

Success early in the product development cycle gives you a better chance of developing products and services that meet market demands. However, consumer input isn't always gained due to budget and time constraints, with important decisions driven by an internal-only view.

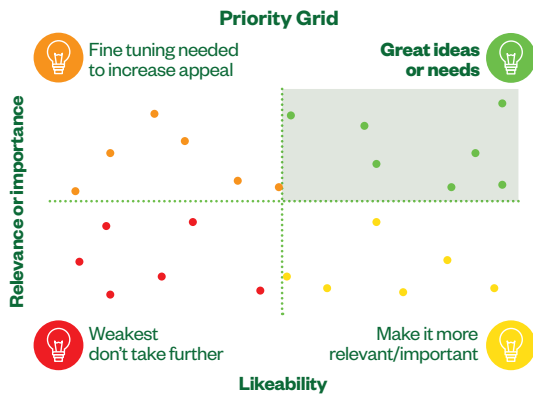
With Harris Interactive's Express offers this is no longer an issue. You can quickly and cost effectively assess your new product/service needs or ideas amongst your consumer audience and we'll highlight where you need to focus your effort and investment.



**Choose from a simple standardised approach or a more modular, flexible option**

<b>harris needexpress</b>	<p><b>Standard KPI's</b></p> <ul style="list-style-type: none"> <li>• Relevance</li> <li>• Importance</li> <li>• 3 custom questions</li> <li>• 3 custom statements</li> </ul>	<p><b>Optional KPI's</b></p> <ul style="list-style-type: none"> <li>• Other KPI's including distinctiveness, easy to understand, believability etc</li> <li>• Like and dislike open ends</li> <li>• Text Highlighter for liked/disliked words</li> <li>• Paired comparison for the winning preference</li> </ul>	<p><b>Methodology</b></p> <ul style="list-style-type: none"> <li>• Online consumer survey</li> <li>• Up to 40 randomised ideas or needs</li> <li>• Sequential monadic – respondents will see a selection</li> <li>• 150 minimum sample size per idea/need</li> <li>• Text and/or image stimulus</li> <li>• Same/next day launch</li> <li>• Deliverables within one week</li> <li>• Standard markets/languages</li> </ul> <p>🇩🇪 🇪🇸 🇫🇷 🇮🇹 🇬🇧 🇺🇸 Others on request</p>
<b>harris ideaexpress</b>	<ul style="list-style-type: none"> <li>• Relevance</li> <li>• Likeability</li> <li>• 3 custom questions</li> <li>• 3 custom statements</li> </ul>		

**You'll know which ideas/needs are worth further focus**



KPI Dashboard showing all KPI's with filterable options

Supplement with Harris Pop Up Communities, or bespoke qual, to add in-depth inputs and insights

**For further information please contact your usual account manager or call us on the number below:**

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