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.

**Your business questions answered**

What are the unmet and most compelling consumer needs that could be addressed with a new product or service, creating new market potential?

How do we select the key innovation ideas to prioritise for further development and avoid wasting time and budget on those unlikely to succeed?

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

**Standard KPIs**
- Relevance
- Importance
- 3 custom questions
- 3 custom statements

**Optional KPIs**
- Other KPI’s including distinctiveness, easy to understand, believability etc
- Like and dislike open ends
- Text Highlighter for liked/disliked words
- Paired comparison for the winning preference

**Methodology**
- Online consumer survey
- Up to 40 randomised ideas or needs
- Sequential monadic – respondents will see a selection
- 150 minimum sample size per idea/need
- Text and/or image stimulus
- Same/next day launch
- Deliverables within one week
- Standard markets/languages

**Others on request**

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

**Priority Grid**
- Fine tuning needed to increase appeal
- Relevance or importance
- Weakest don’t take further
- Make it more relevant/important
- Likeability

**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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