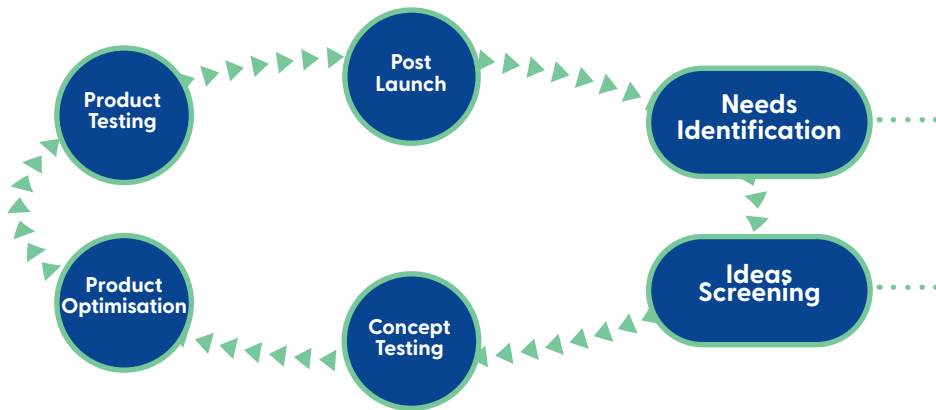


Needs Identification and Ideas Screening

- Needs Identification
- Ideas Screening
- Concept Testing
- Product Optimisation
- Product Testing
- Post Launch

Need to screen lots of needs or ideas to identify the most promising?

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 agile solutions 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

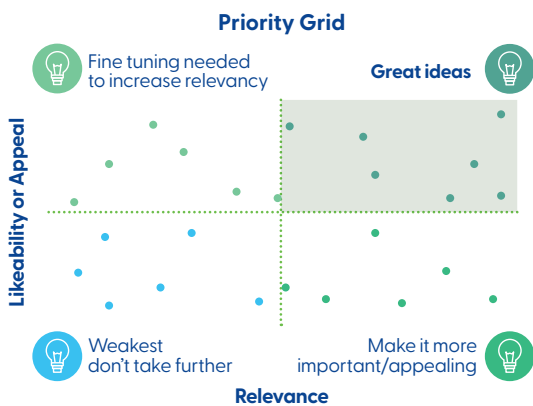
What are the unmet and most compelling consumer needs that could be addressed with a new product or service, creating new market potential?

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 KPI's	Optional KPI's	Methodology
Needs Identification	<ul style="list-style-type: none"> • Relevance • Importance • 3 custom questions • 3 custom statements 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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
Ideas Screening	<ul style="list-style-type: none"> • Relevance • Likeability • 3 custom questions • 3 custom statements 		

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