

# Concept Refiner™

## Solution Overview

When it comes to product development, sometimes concept tests don't tell the entire story of why an idea does or does not work. When those situations come up, our Concept Refiner™ is a great complement to uncover the deeper feelings and motivations behind consumer decisions. This online qualitative study places your concepts in front of consumers and synthesizes their feedback and discussion into key opportunities for refinement. You can use a Concept Refiner to

- Gauge consumer feedback on new product ideas
- Explore perceived emotional and functional benefits of product concepts
- Identify opportunities to improve a concept prior to validation

## Stimuli We Evaluate

Stimuli are the elements used to communicate the product idea to survey respondents. We can ask respondents to review most types of stimuli at most phases of your development:

- Ideas / Concepts
- Names
- Flavors / Varieties
- Packaging / Brand Graphics
- Claims / Benefits / RTBs
- Wireframes

## How It Works



Provide concept stimuli



Align on discussion guide and strategic objectives

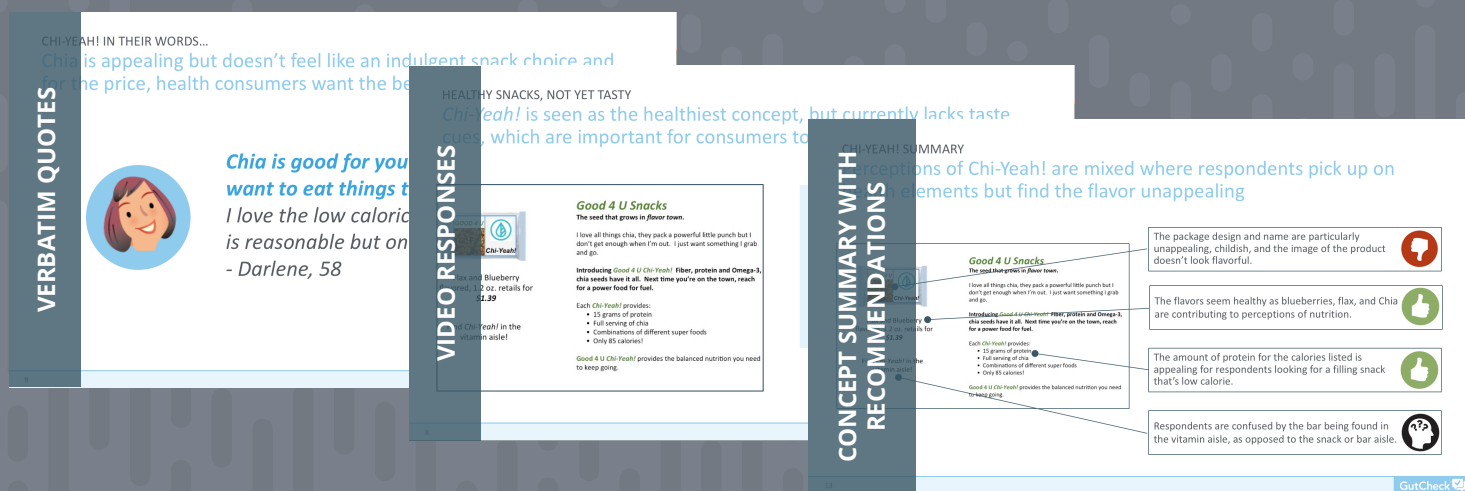


Respondents provide feedback while our moderators observe and probe discussion



Our researchers analyze responses and identify key refinement areas

## Key Report Deliverables



**CHI-YEAH! IN THEIR WORDS...**  
 Chia is appealing but doesn't feel like an indulgent snack choice and for the price, health consumers want the best.

**HEALTHY SNACKS, NOT YET TASTY**  
 Chi-Yeah! is seen as the healthiest concept, but currently lacks taste cues, which are important for consumers to...

**VERBATIM QUOTES**  
 Chia is good for you... I want to eat things that are low calorie... The price is reasonable but on...  
 - Darlene, 58

**VIDEO RESPONSES**  
 Good 4 U Snacks  
 I love all things chia, they pack a powerful little punch but I don't get enough when I'm out. I just want something I grab and go.  
 Introducing Good 4 U Chi-Yeah! Fiber, protein and Omega-3, chia seeds have it all. Next time you're on the to-go, reach for a power food for fuel.  
 Each Chi-Yeah! provides:  
 • 25 grams of protein  
 • Full serving of chia  
 • Combinations of different super foods  
 • Only 85 calories!  
 Good 4 U Chi-Yeah! provides the balanced nutrition you need to keep going.

**CONCEPT SUMMARY WITH RECOMMENDATIONS**  
 Perceptions of Chi-Yeah! are mixed where respondents pick up on health elements but find the flavor unappealing

- The package design and name are particularly unappealing, childish, and the image of the product doesn't look flavorful.
- The flavors seem healthy as blueberries, flax, and Chia are contributing to perceptions of nutrition.
- The amount of protein for the calories listed is appealing for respondents looking for a filling snack that's low calorie.
- Respondents are confused by the bar being found in the vitamin aisle, as opposed to the snack or bar aisle.

# GutCheck Concept Refiner Points of Difference

**Interactive Activities and Feedback:** We leverage familiar social media tools like discussion boards, “likes,” and media uploads to create a respondent friendly, interactive online environment.

**Unbiased Consumer Feedback:** Because consumers are reviewing and responding to concepts independently, they are not influenced by the reactions of other respondents or the moderator.

**Faster & More Affordable:** Our online platform allows you to quickly gather feedback from various consumer segments across the globe without ever having to coordinate travel.

## Methodology

### *Qualitative Concept Evaluation*



Respondents evaluate concepts one at a time by responding to a series of questions written by you and your researcher. After a respondent submits their answer to a question, they are able to view other responses and interact with other participants. Our researchers moderate, probing for additional insight and facilitating discussion among the group.

## Audience

### *20-30 Respondents per group*



Can be targeted through demographic and behavioral screening questions or a gen pop recruit

Target multiple groups for comparative analysis (e.g., users vs. non-users or Millennials vs. Gen X )

## Study Design & Analysis Available



Respondent verbatims

Video or image responses

Key findings summary

Concept summary slides

Key themes analysis

## Timeline Parameters

### *6-10 Days from recruit to report*



Additional time in field required for international and difficult-to-reach audiences