

Solution Overview

A suite of quantitative research tools that assess consumers' expectations of price for new products and services.

Our Approach



We select the appropriate methodology based on your key pricing question

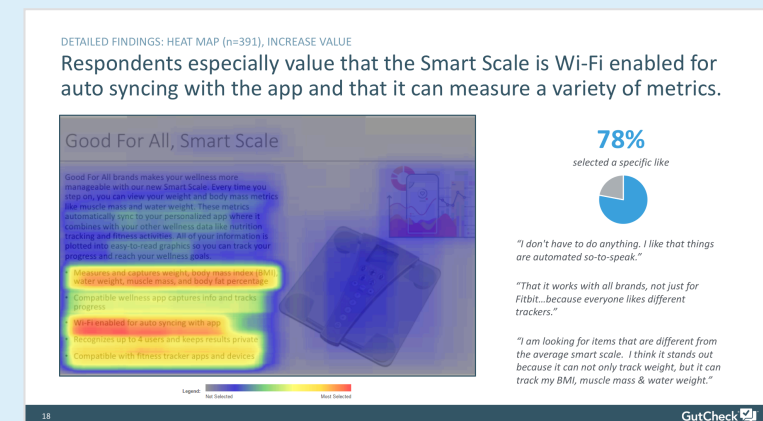
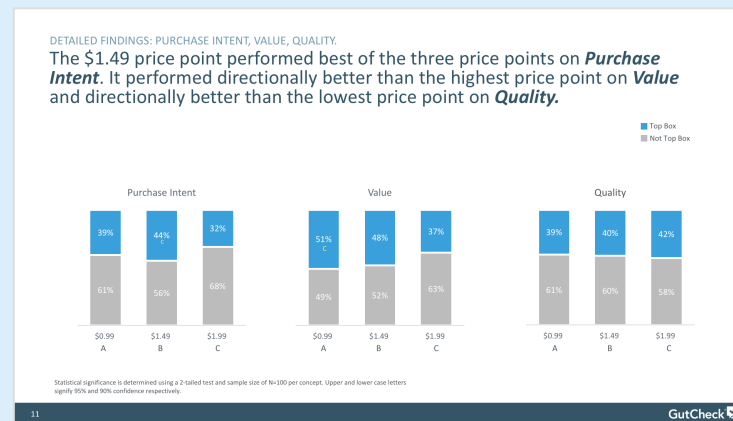
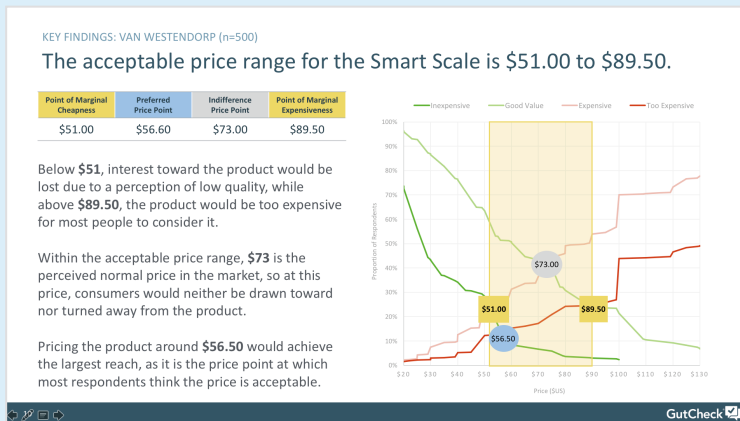


Define target audience and potential sub-groups to evaluate



Align with you on additional pricing and value questions

Deliverables in 6-8 days



Van Westendorp – Price Sensitivity Analysis

Monadic – Key Metric Analysis

Value Heat Maps