

CONCEPT TESTING + PRODUCT TESTING FOR NEW PRODUCT DEVELOPMENT.

Capture feedback at multiple points across your development process to maximize product performance and customer satisfaction.

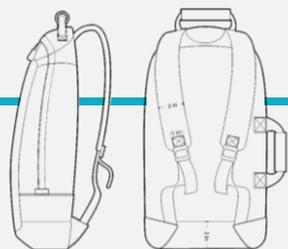
MESH01™

Whether you're developing a new product or looking to change the sales trajectory of one nearing the end of its lifecycle, MESH01 can help you increase sales, minimize product returns and build customer loyalty.

Even on tight go-to-market timelines, getting up and running with product testing to ensure your product meets customer expectations and delivers promised performance doesn't have to be difficult, time consuming or costly.

GET COMPREHENSIVE:

New product opportunity with numerous possible design directions:



Concept testing validates opportunity and informs direction; then product testing generates feedback for improvements, resulting in an optimized final product. ✓

Product goes directly into production and onto the shelf with a high risk of performing poorly. ✗

WHEN TO DO IT:

You've identified a new product opportunity and you need to validate your product from concept to launch.

STEP 1.

Use a large group of relevant target customers for Concept Testing

Choose from more than 30,000 reliable testers. Use filters and screening surveys to identify your exact target customers.

Assemble a large, targeted sample for Concept Testing.

STEP 3.

Review, analyze and share your Concept Test findings

Analysis tools like bio and feedback filters help you quickly understand the results.

Make an informed decision to fail the concept, continue refining or move into product development.

Apply learnings and optimize product positioning and marketing messages.

STEP 5.

Move into Product Testing with a proven concept and the right testers

Turn on purpose-built feedback channels like surveys, Performance Zone heatmapping, Activity Logs, image and video uploads and ratings and reviews.

From here, follow the Product Testing process to optimize your final product before you go to market

STEP 2.

Launch your Concept Test

Test your new product concept with targeted testers using fast and powerful concept testing surveys that can even include concept sketches and images.

Watch feedback accumulate in real time.

STEP 4.

Identify your ideal product testers

Tag the most relevant respondents from your Concept Test to be included in your upcoming Product Test.

Now your testers are on standby as you develop your prototypes or updated samples for field testing.