

Death of the Concept Card

April 2022

What we'll cover



**Evolution of a
Concept Test**

Concept Testing
and Verizon

Our Challenge

Interactive Stim
& Applications

Traditional Concept Tests:

- Consumer reactions to new products and services

- White card descriptions

- Less complex offerings (CPG)

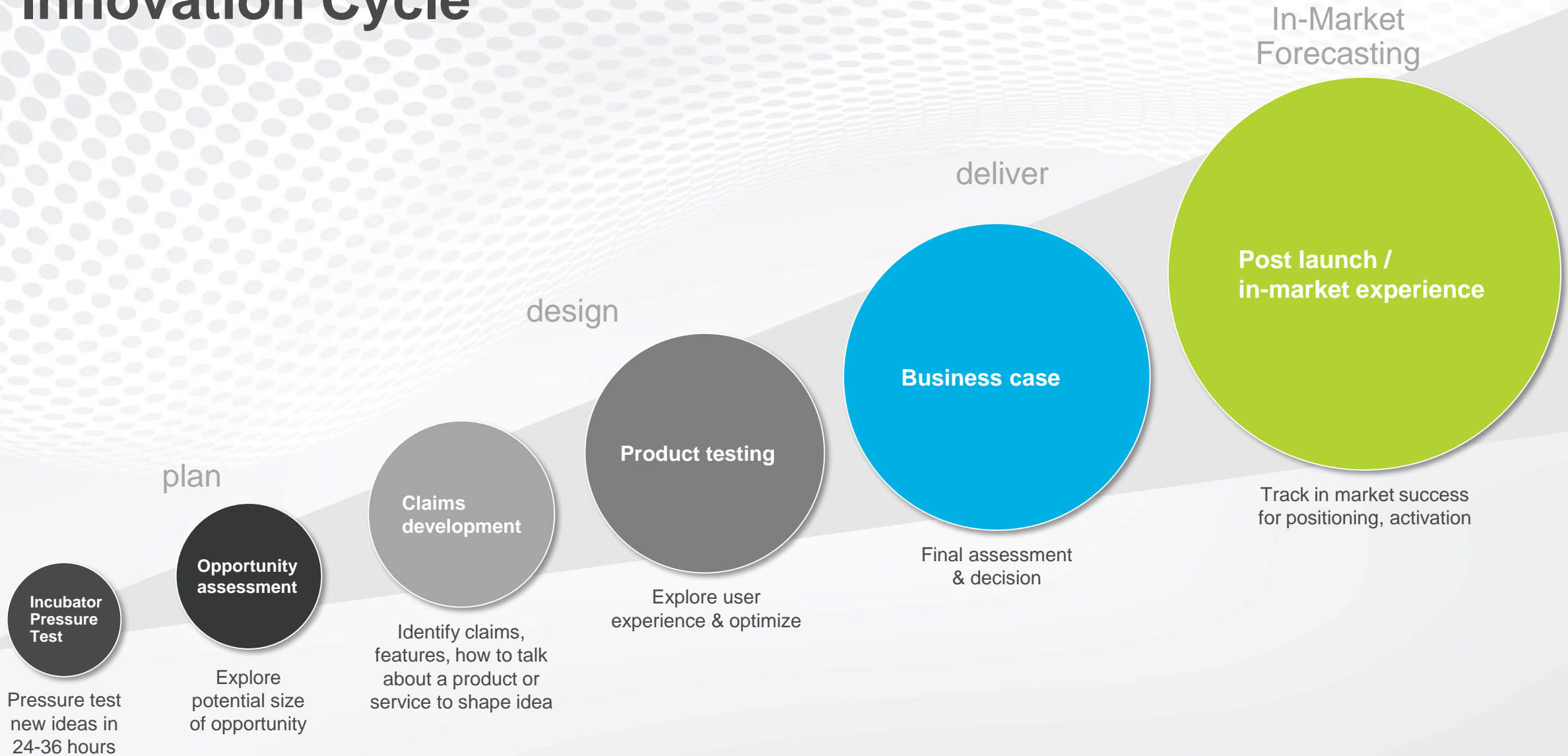
- Focused on the nuts and bolts of the idea

- Purpose was to understand idea, its benefits and corresponding value

- Gold standard



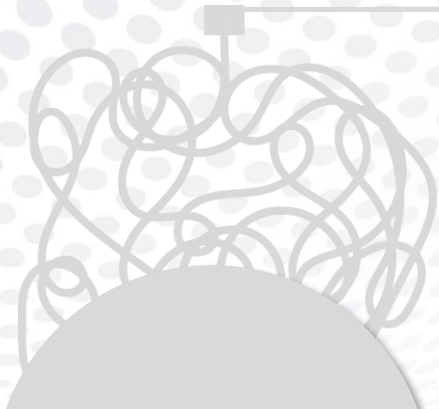
Innovation Cycle



But today we are tasked with collapsing steps
and/or iterating a lot quicker

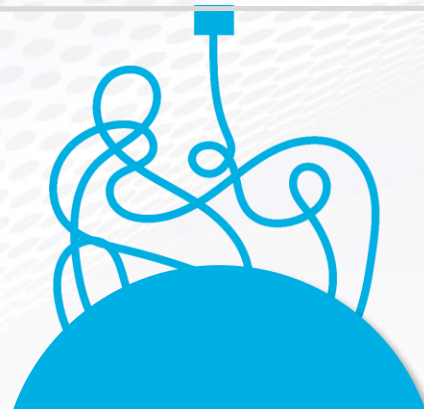
Concept Testing Today

Proliferation of Technology



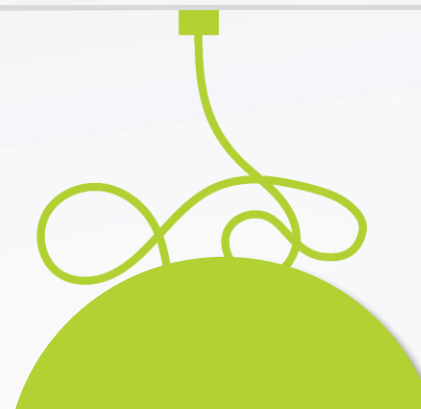
More Complex Ideas

hard to bring it to life
for consumers



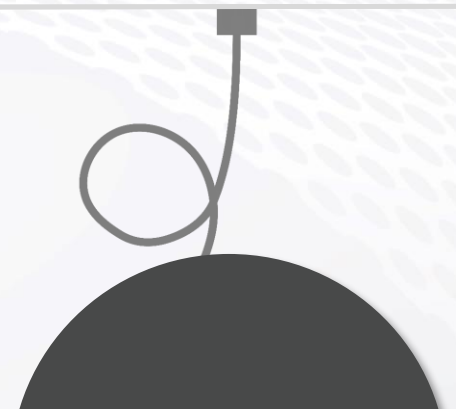
Omnichannel Strategy

different looks
and feels



Customer Experience

need to understand how it
contributes or detracts
from your brand and need
to understand this journey
earlier in the process



Blending Categories

such as fintech

CX Research

NPS

Customer Satisfaction

Journey Mapping

Intersection between Concept Testing and CX Research

Early Stage

Idea
Screening

Concept
Optimization

Concept Testing

Critical Questions To Solve

?

Within a **user flow**?

?

Complex and **hard to visualize** and/or **communicate**

?

Contingent upon or **changes** with **other variables** or selections (**customizable**)

What if the idea is...

A horizontal timeline diagram with a teal background. A curved line runs across the middle, with four circular markers of different colors (yellow, green, dark green, blue) placed along it. Vertical lines connect each marker to a text label below. The second marker is significantly larger than the others.

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How do we explain the **core functionality of the idea** and explain it in a **meaningful way** to our everyday users?

Test

Hundreds

Concepts each year

Span

Consumer & B2B

Complex Ideas

More words aren't better



Verizon Concept Testing Concerns

- Not replicating real world conditions
- Affects performance
- How do we base multimillion dollar decisions with these results?



A horizontal timeline diagram with a curved path. It features four circular markers of increasing size from left to right. The first marker is small and yellow-green. The second is medium-sized and teal. The third is the largest, dark teal, and is the focal point. The fourth is medium-sized and blue. Vertical lines connect each marker to its corresponding text label below. The background is a solid teal color with a lighter teal curved shape at the top.

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**Our
Challenge**

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One New Idea

17 Slides

To explain it



Do we have confidence
in the evaluation of the idea?

Could consumers
adequately understand
the idea? Is it relevant to them?

Were consumers engaged
or did they lose interest?

Considerations for Testing Intangible Ideas

An idea's **true potential** comes from the overall **experience in buying** it

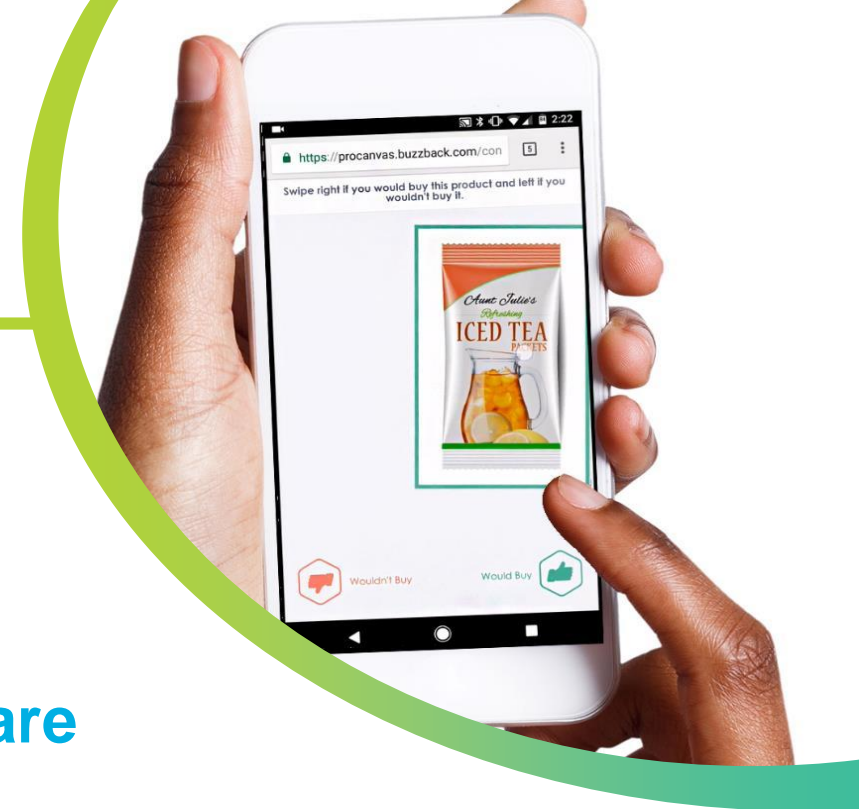
- Tiered service plans
- In App offers
- New digital features
- Digital products
- ...and more



Important to understand the experience with **learning** and **buy** in the analysis

Ready. Set. Grow.

20+ years of Concept Testing



Consumer centric

– empathetic to how people live not just buy

Meet consumers where they are

– mobile or desktop

Interactive & in the moment

– game-like techniques drive impressive engagement

Leads to better response rates & better data

– richer insights



A smartphone is shown on the left side of the image, displaying a fitness application. The screen shows a chat bubble from 'Sarah' that says 'You're here'. Below it, there's a section titled 'Because Strength' with a photo of a person. Further down, there's a list of classes, one of which is 'Stacked! Advanced' by Gerard T. At the bottom, there's a 'Saved Classes' section with icons for 'For You', 'Explore', 'Schedule', and 'Activity'. A large white circle with a green border is overlaid on the phone screen, containing the main text of the slide.

**How do we refocus
a traditional
static concept?**

Make it more consumer centric

More of a true to life environment

Interactive and engaging experience

A curved timeline graphic with four circular markers of increasing size from left to right. The markers are colored light green, teal, dark green, and bright blue. Each marker is connected to a vertical line that points to a text label below it. The background is a dark teal gradient.

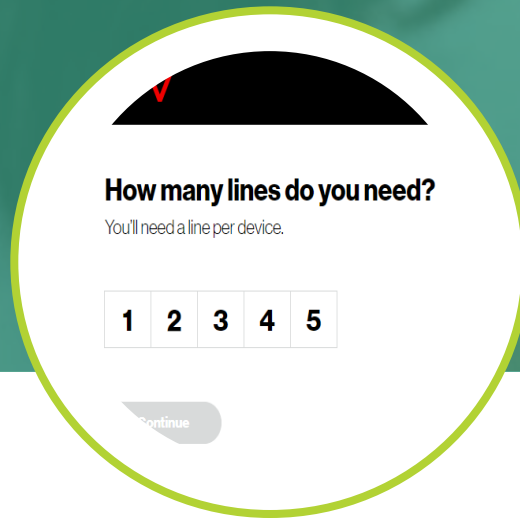
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Our Challenge

**Interactive Stim
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Our Approach Interactive Dynamic Stim



Work with
VZ designs
to **replicate**
the environment



Allow **consumers**
to **interact** with the
idea in the survey



Ask **concept KPIs** to
measure performance

Hurdles Overcome

1

Bridging the Gap

Close gap between CX and Concept Testing.
Experience the idea in its native environment

2

Impact of Process Flow

Gauge process flow's implication on idea
rather than evaluate the idea in isolation

3

Assess the Value Equation

By interacting with it, consumers can
assess the idea's true value to them

4

Expose Complex Ideas

Can navigate on their own to review
information important to them

5

Capture Diagnostic Metrics

Get a holistic evaluation of idea

Does Not Replace UX Testing

- **UX Testing is an essential** part of the design optimization process
- For our application, the **idea should already be optimized** from a design standpoint

‘**Interactive Stim** allows us to **amplify the scale** for business decisions’



Making Better Business Decisions

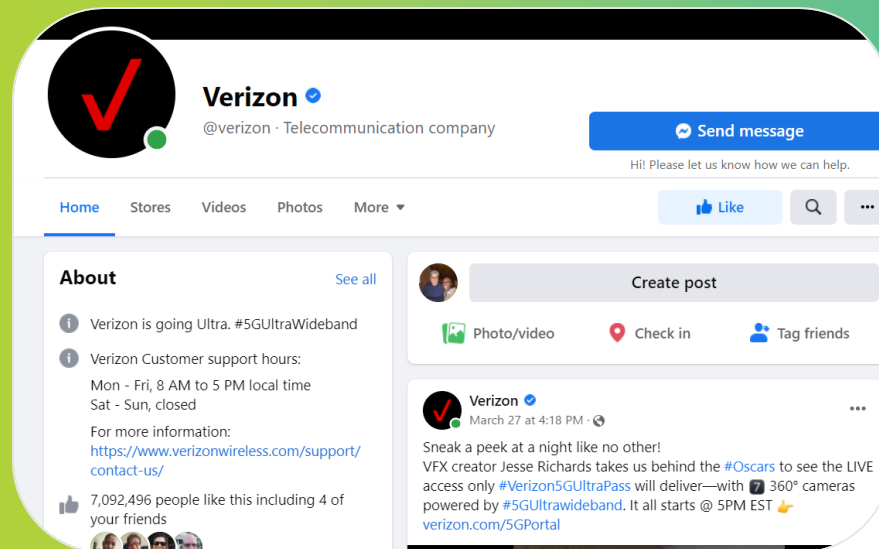
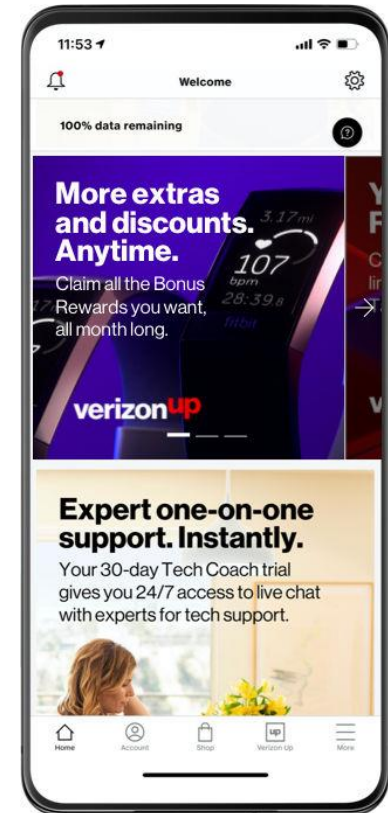
The goal was to provide Verizon with **more precision & validity** to make better business decisions.



4X closer to in-market selections

We conducted **Research on Research** which shows clear evidence **consumers are making more thoughtful decisions.**

What Does It Mean For You?





What makes a good candidate for Interactive Stim?

Complex ideas – hard to bring to life in static concept

Interactive - do consumers need to play with it to assess

Omnichannel – how different is the experience

User flow - is the idea within a user flow

Customizable – is the path dependent on selections



Thank you!

verizon[✓]



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Connect with us online

