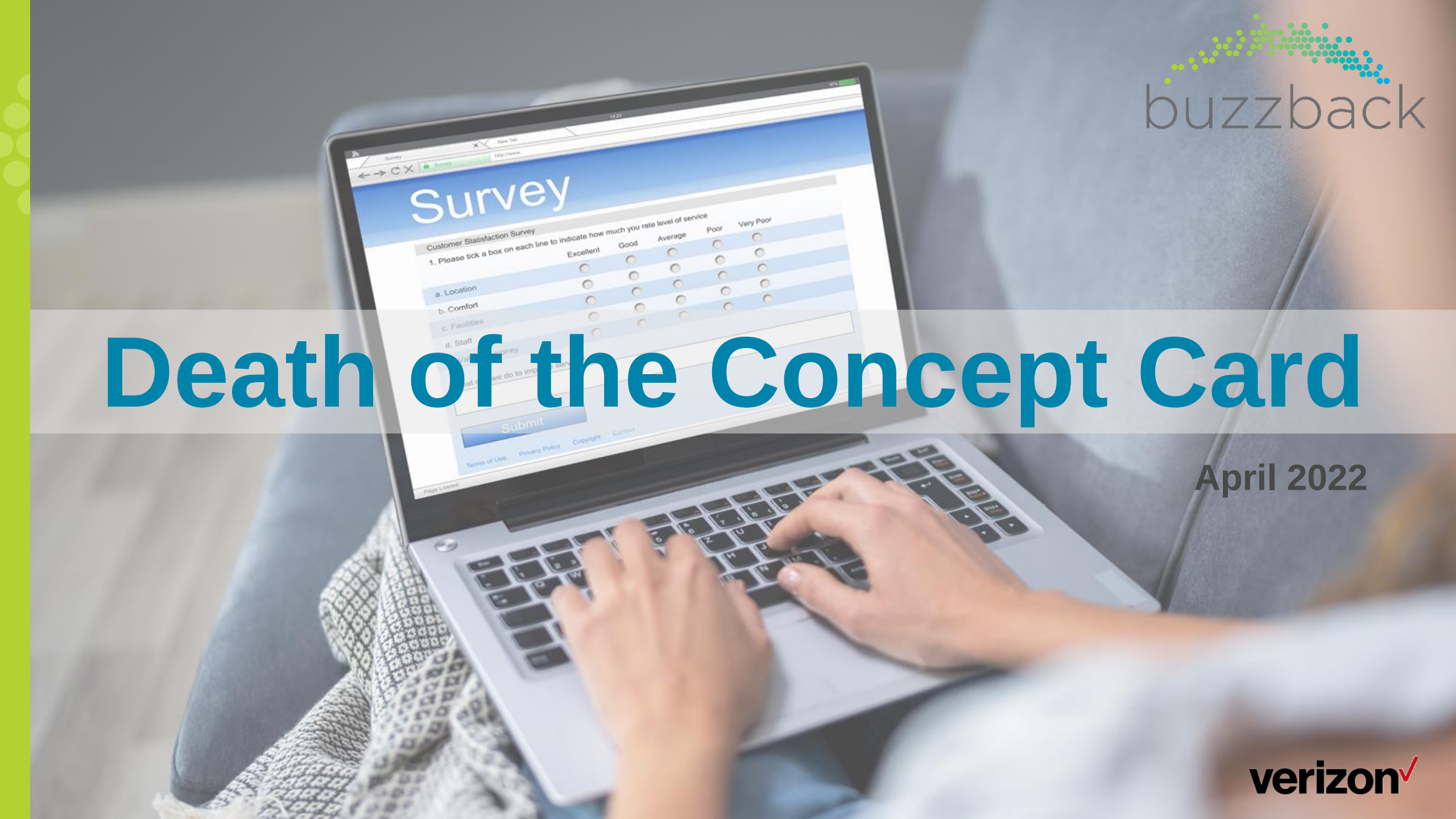

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Death of the Concept Card

April 2022

verizon

What we'll cover

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Evolution of a Concept Test

Concept Testing and Verizon

Our Challenge

Interactive Stim & Applications

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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

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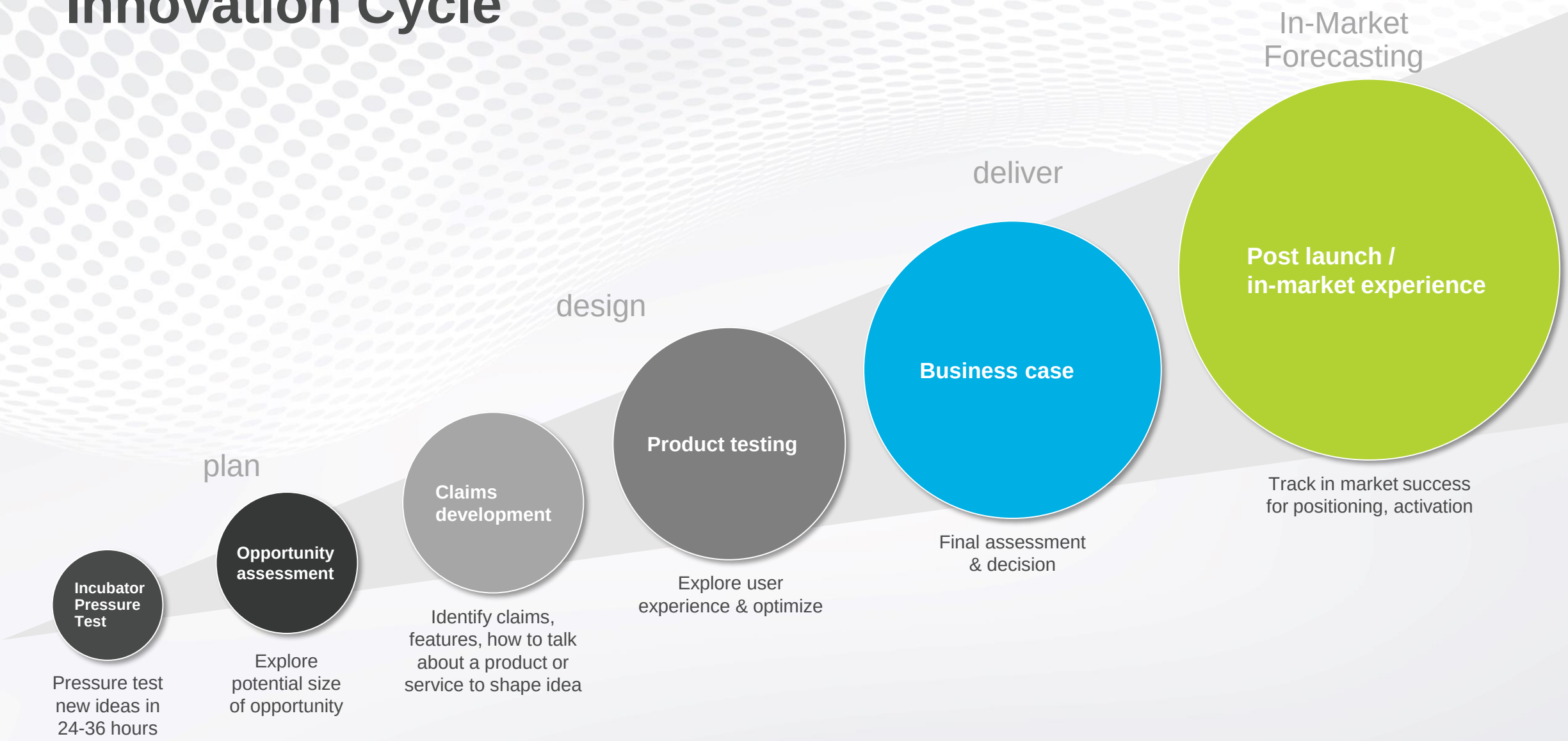
Innovation Cycle



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

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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

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Intersection between Concept Testing and CX Research

Concept Testing

- Early Stage
- Idea Screening
- Concept Optimization

CX Research

- NPS
- Customer Satisfaction
- Journey Mapping

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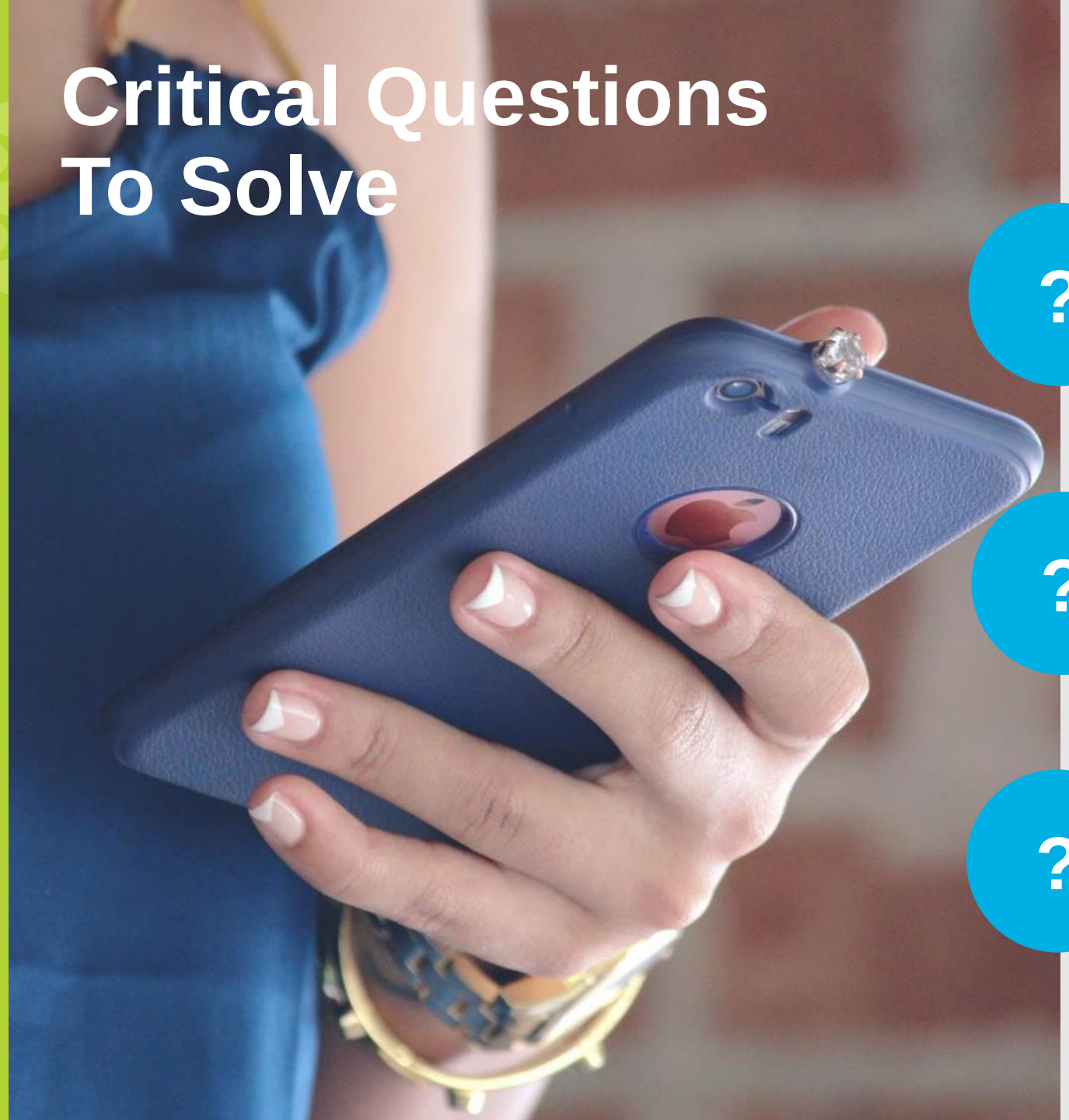
Critical Questions To Solve



? 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...

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Evolution of a Concept Test

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Our Challenge

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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

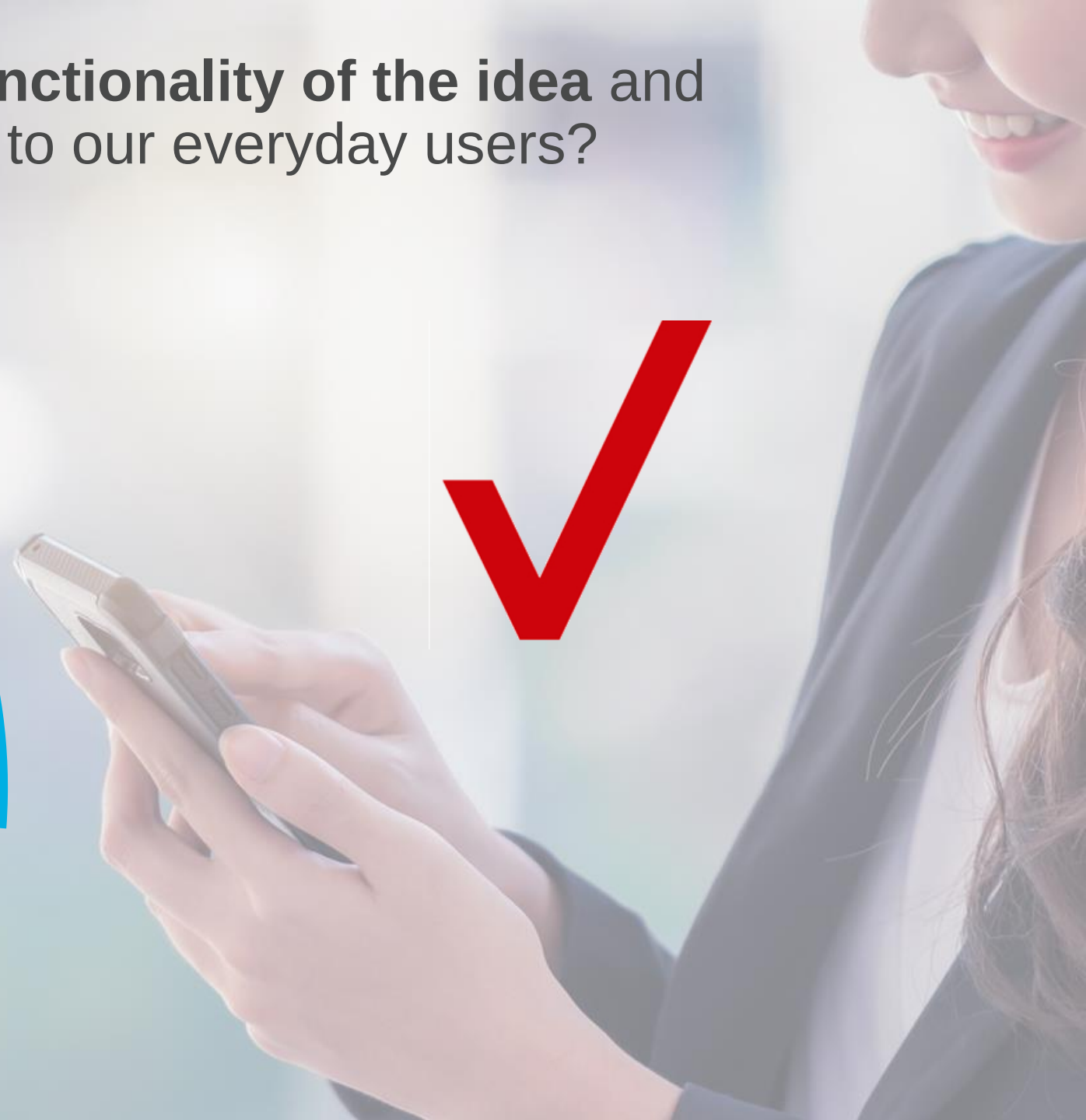
Concepts each year

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?

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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?

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Considerations for Testing Intangible Ideas

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

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

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

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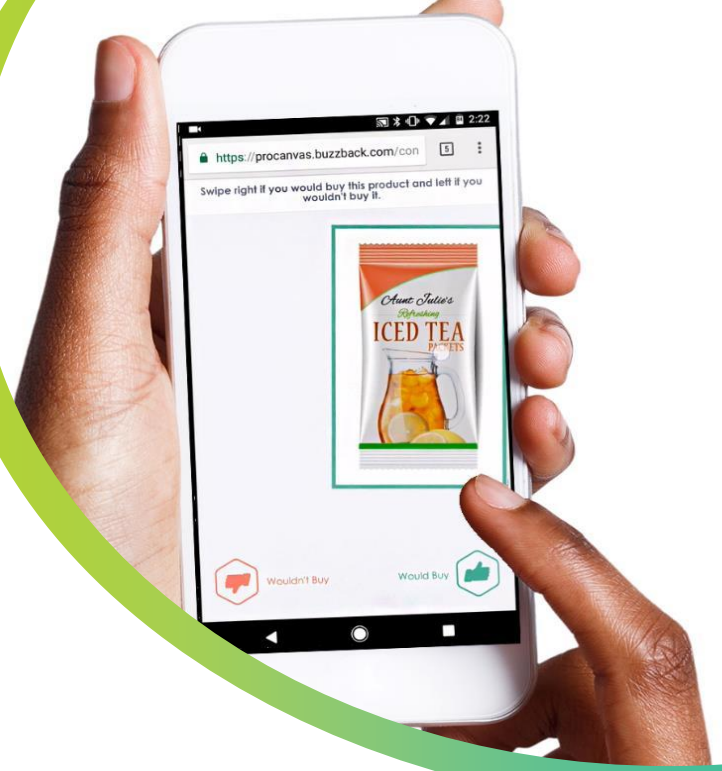
Ready. Set. Grow.

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

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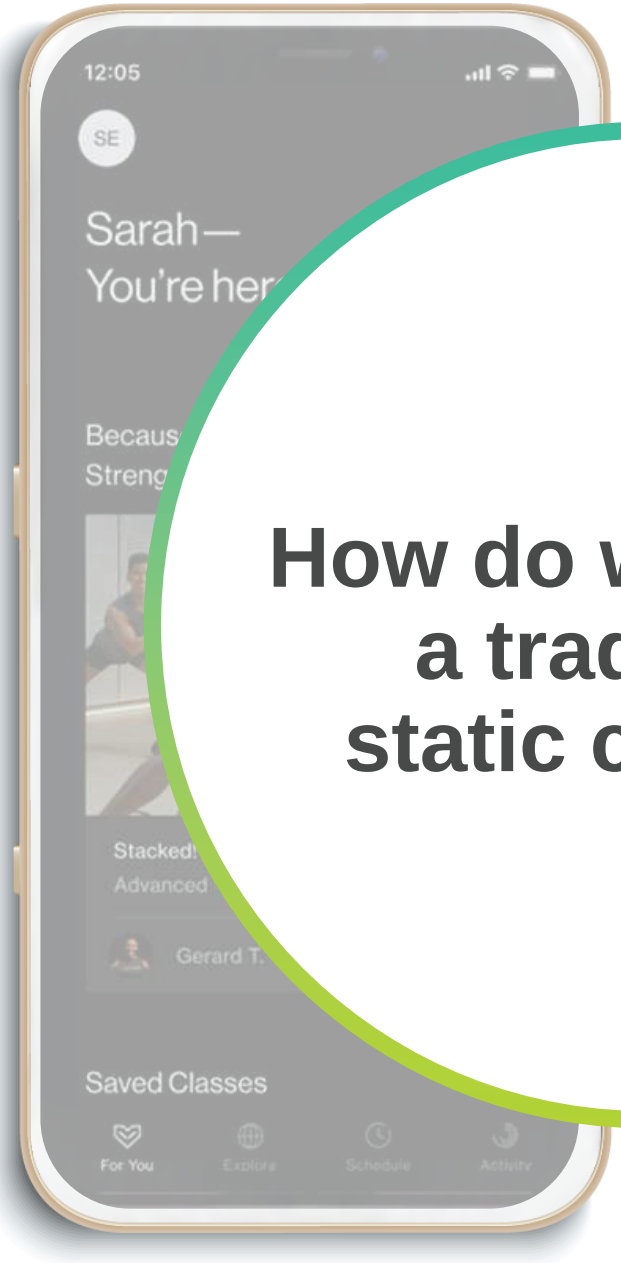

How do we refocus a traditional static concept?

- Make it more consumer centric
- More of a true to life environment
- Interactive and engaging experience

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Evolution of a Concept Test

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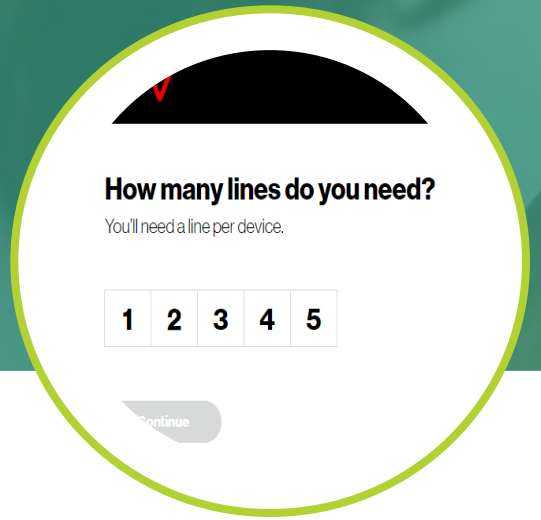
Our Approach
Interactive Dynamic Stim



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

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

Ask **concept KPIs** to measure performance

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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

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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.

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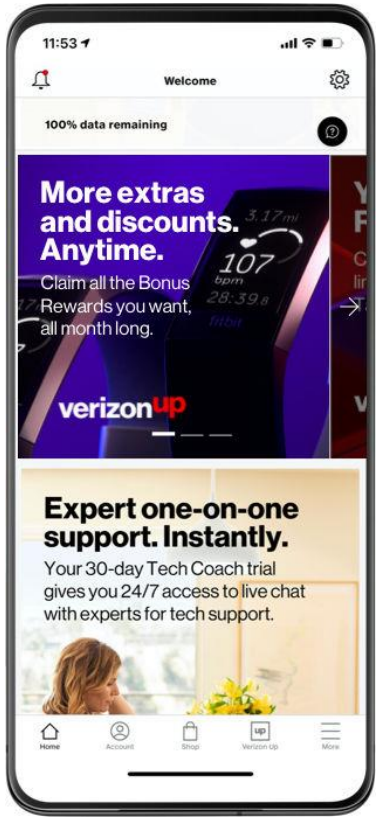
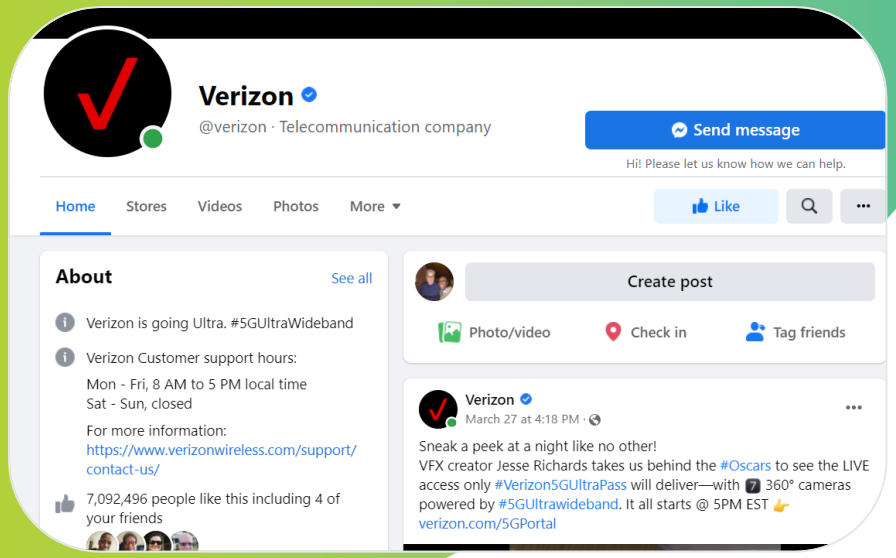
What Does It Mean For You?





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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!

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