



# GfK TechTest

Technology Concept Testing Tool



# [ GfK TechTest ]

[ GfK's technology concept testing tool ]

Are you tired of having to measure your new concepts against FMCG products?

Do you need a single vehicle that can test and benchmark your ideas against others in the technology space?

Are you under increasing pressure to provide quick and effective feedback to help support launch decisions?

**If so, GfK's technology concept development tool, TechTest, can help you ...**



## [ What is TechTest? ≡

GfK TechTest is a new online concept development tool offering a quick and flexible way to test and benchmark technology related concepts and offerings.

### Applications

- » Understand how well a new concept or a new offering is likely to perform if released on to the market
- » Benchmark each concept in the context of similar technology propositions to aid a go/no go decision
- » Determine optimal launch price
- » Support product positioning

### Benefits

- » Technology category specific
- » Single vehicle for testing both new concepts and 'run of the mill' offers
- » Helps streamline NPD process and reduce product development costs
- » Supports go-to-market activities
- » Quick, with results typically delivered within 10 working days
- » Flexible - we can adapt the survey to meet individual requirements as long as the core questions remain

“ *It is now possible to compare new concepts or ideas directly against other technology products, all within a single research vehicle.* ” Babita Earle  
Director, GfK



## How does TechTest work? ≡

You email us a brief description of one or more concepts

Our illustrator develops the stimuli, working through a few iterations to ensure that each concept is represented in the right way. We add a concise summary of the concept to each illustration (please see right)

Each concept is then tested online, using a core set of metrics to evaluate each concept. We also ask a number of diagnostic and positioning questions to aid product positioning and launch price decisions (if applicable)

Finally, we provide a small 'Validation' report, a set of highly visual charts summarising the key findings (see over)

The process normally takes about ten working days to complete



Concept categories tested to date include:

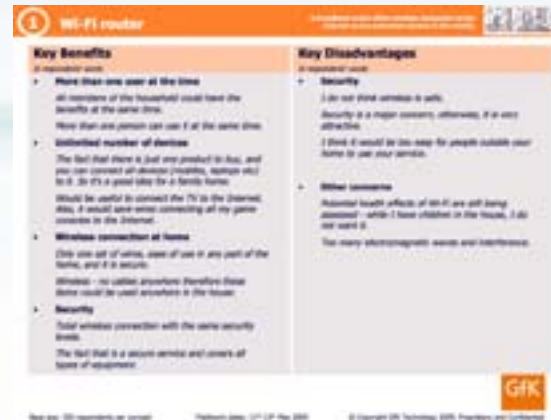
- » Hardware (e.g. PC/Laptop/Tablet, eReader, Game Consoles, Mobile Devices)
- » Entertainment (e.g. HD movies on demand, Streaming Music, Internet on TV)
- » Mobile Content (e.g. Mapping, Augmented Reality, Messaging, Entertainment, Information)
- » Tariffs & billing (e.g. Broadband, Mobile Tariffs, 3G Dongles)
- » Reward schemes

# Typical output validation report:

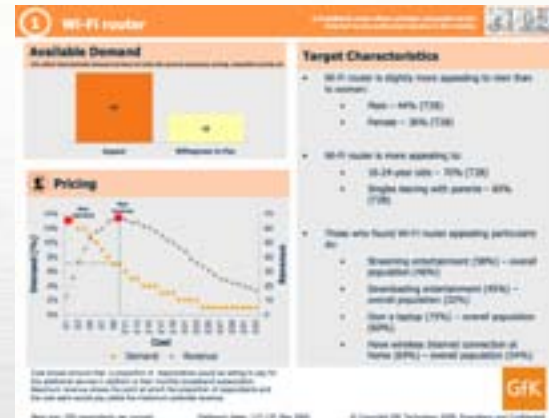
» Snapshot summary



» Advantages/Disadvantages



» Go-to-market indicators



## Client quote



*“GfK’s TechTest offers a standardised approach to evaluating early stage product concepts in our category. It employs a strong set of standard metrics and a sensible approach to gauging the overall potential for an idea. The role of concept stimulus, and how it is presented to respondents, is recognised as key in this process. The prospect of benchmarking concepts against others clearly in the same category, and presented in the same consistent way, will become an increasingly useful feature over time.”*

## Contact Us



For more information please contact:



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