



Concept Testing

Identify the winning product concept and de-risk innovation

To gain or maintain a leadership position in your industry, you're driven to continuously innovate. Through UX concept testing, we find out which new ideas are worth investing in by identifying the features and functions that your users value most.

THIS SERVICE HELPS TO...

Assess product/feature ideas and their value to your users

Prioritize UX ideas by understanding which are most worthy of investment

Understand what makes new concepts successful with potential users



WHAT YOU GET

You benefit from our deep experience in UX concept testing, as well as our user experience design expertise on how to make new ideas successful. You get:

- ✓ An engaging visual report to spark excitement, focus, and further ideation within your organization
- ✓ Clarity on which new ideas, experiences, features, and functions your customers will truly value
- ✓ Certainty about which experiences are the most worthy of investment

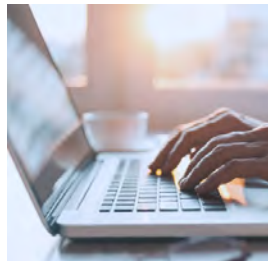


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HOW WE DO IT

- 1** We consult with your stakeholders to learn about the new software product, feature ideas, the intended customers, and the objectives for innovation.
- 2** We develop a test protocol, then recruit the participants, and conduct the concept testing. This includes observed structured one-on-one sessions.

- 3** We conduct complementary research if it is applicable, such as in-field research, focus groups and surveys.
- 4** We deliver the concept test findings in an engaging visual format.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

+1.416.855.3367 (CAN)

+1.929.989.3367 (US)

+44 (0)1223 853907 (UK)

contact@akendi.com