**UIC | IPD**
University of Illinois at Chicago
Interdisciplinary Product Development

**AD421 • ME445 • MKTG594 Motorola Project**
Spring Semester, 2009

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**Assignment**

**No. 19** Quantitative Concept Testing

**Project Description**

Upon completion of the three focus groups, each team will have used this input derived from the participants to help improve upon your team's ten unique product concepts. Based upon the screening model presented in class by Prof. Scott, each team will next reduce the ten concepts down to the top five and conduct *Quantitative Concept Testing* of those five concepts. The results of this quantitative concept testing will enable each team to determine the relative attractiveness of the five concepts to the projected target market or potential buyers for these new product concepts.

**Concept Testing Procedure**

The teams will use the same concept testing methodology illustrated in Prof. Page's in class Sunbeam example. Each team will survey a minimum of 100 appropriately chosen respondents to get their reactions to seven concept cards. These will be your team's five chosen concepts plus two additional concept cards that will have been created to represent good existing alternative products that attempt to solve the same problems as your team's five concepts are trying to solve. Each team will use the following criteria: *is it believable, unique, solves a problem and would buy,* set of questions in order to gather the respondents' reactions to the seven presented concepts.

Once the team has completed the data collection from 100+ respondents, score each concept to determine the Buyer Score for that particular concept. These buyer scores will be an index of the relative attractiveness of each concept to the respondents that can be used to help you determine which concept(s) your team will want to go forward with into technical development. Hopefully, some of the five tested concepts will score higher than the two current product examples. Be sure to randomize the presentation of the seven concept cards across the 100+ respondents.

The faculty recommends that your team use an internet based survey tool like *Survey Monkey* to conduct your quantitative concept test. Preparation of Survey Monkey for your concept testing survey can proceed in parallel with your focus groups so that the survey can begin as soon as the focus groups are completed.

**Project Requirements**

**1.** Prepare Quantitative Concept Test Survey.

**2.** Get 100+ respondents to participate in your survey and collect the raw data.

**3.** Evaluate and score the data.

**4.** Include the results from this concept testing in your mid-semester presentation to Motorola.

**5.** Results must be presented in a section of your Project Documentation.

**Due Date**

Tuesday, March 3, 2009