

PRODUCT | LABS

Combine Qual and Quant to drive real-time decision-making

THE BUSINESS CHALLENGE

Which prototype(s) should we prioritise for further development?

How can we get stakeholders to align on formulation quickly?

What reactions are these prototype variants cueing to consumers?

How can we “test & tweak” formulas and optionally concepts in real-time to evaluate the concept-product fit and expedite our product development process?

THE SOLUTION



QUANT

25 up to 100 category users answer questions with individual handheld devices. Data captured and shared with “back room” in real-time.



QUAL

Focus groups to dig further into results and identify areas for optimisation.

Bring experts e.g. developers, designers, chefs, etc., in the co-creation to develop on-the-spot sketches and prototypes for consumers to react to in REAL-TIME.



NEURO

As an option:GSR* measures allow for additional insights associated with non-conscious responses.

THE ANSWERS

ACCELERATE Learning and action steps with iterative insights **ALL IN ONE DAY**

OPTIMISE Bring understanding of how people react to the prototypes and how to optimise further in a **LIVE EVENT**

INSPIRE CONFIDENCE To all stakeholders by facilitating decisions and **ALIGNMENT**

WHY PRODUCT | LABS BY IPSOS?



CROSS-FUNCTIONAL COLLABORATION

Extensive experience in working with key stakeholders across Insights, R&D, Marketing, Creative agencies to help align objectives and get everyone's questions answered.



INSTANT RESULTS FOR IMMEDIATE DECISION-MAKING

Real-time results allow you to see first-hand how consumers are reacting to your prototypes, allowing you to dig further on points of interest, iterate and optimise along the way.



FAST AND AGILE

Labs are flexible and fit-for-purpose and easily adapted for all stimuli formats.



GLOBAL COVERAGE

*GSR – Galvanic Skin Response

Tania Cerqueira
tania.cerqueira@ipsos.com

Fernanda Campanini
fernanda.campanini@ipsos.com

GAME CHANGERS

