Validate: MVP & Feature Testing

The **Validate package** provides rapid, high-quality, and iterative feedback to de-risk your product roadmap. By employing a **blended qualitative and quantitative methodology**, we provide quick, actionable insights on new concepts, messaging, and feature prototypes in just two weeks. This saves significant budget by preventing investment in ideas that won't resonate with the market.

Key Advantage

Innovation requires specialized steps. The riskiest point in the product lifecycle is the transition from a good idea to a viable market offering. Your **Innovation Accelerator** model requires **Concept Research** and **MVP definition**, but clients often need a fast, objective "go/no-go" decision on new features or messaging before committing to a costly, full-scale launch.

Week 1–2: Setup & Qualitative Deep Dive   ①

Concept Definition & Hypotheses: A 90-minute Kick-Off with the product or marketing team to define the 1-3 specific concepts, messages, or features requiring validation.

Targeted Recruitment: Rapid recruitment of a small, high-value cohort (e.g., N=10-15) that aligns with your key target personas.

Qualitative Testing: Conduct In-Depth Interviews (IDIs) or a Mini-Focus Group (in-person or virtual) to gauge emotional resonance, identify pain points, and uncover unspoken needs.

② Week 3–4: Quantitative Validation & Final Report

Quantitative Survey Development: Based on qualitative findings, we draft and field a concise Quantitative Survey to a larger sample.

Key Metrics Tested: Purchase Intent, Feature Adoption Likelihood, Messaging Clarity & Preference (A/B Testing), Price Sensitivity (Optional), Competitive Positioning

Final Report & Go/No-Go Recommendation: A focused 10-12 page executive summary that synthesizes both qualitative (the "why") and quantitative (the "how much") data with a clear, prioritized recommendations.