



Product Concept Testing

Reduce risk and
increase engagement

Select your product concept with confidence using the benefits of user feedback. We work with you to conduct product concept testing that gives you confidence and direction as you design your next product experience.

THIS SERVICE HELPS TO...

Uncover if your product concept is easy to use

Learn about issues that would prevent adoption of the concept

Assess if customers feel the concept works and is enjoyable



WHAT YOU GET

You receive an insightful product concept testing report. We validate the concept experience in the hands of real users, including:

- ✓ A focused analysis of the quantitative and qualitative concept test data
- ✓ Capture of the root causes of each user experience issue found
- ✓ Practical, prioritized concept design recommendations to improve the product experience



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HOW WE DO IT

- 1** We consult with your business stakeholders to understand project needs and goals for the product concept testing.
- 2** We develop the test protocol, recruit participants, and conduct the concept test sessions. This includes individual test sessions where we observe the user completing relevant usage scenarios using the product concept.
- 3** We analyze the concept test results and make them clear, actionable, and easy to communicate to other stakeholders.



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!

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