THE **GARAGE GROUP**

Our research keeps teams rooted in the true need they're solving for. Each workstream is punctuated with **iterative consumer touchpoints throughout**, with these research principles in mind:

DO VS. SAY

Behavioral science-informed experiments allow us to see how people behave, looking at what they do instead of what they say they will do.

TRIANGULATE COST, RIGOR, AND TIME

Startups have finite resources to spend on research and so do you. Our curated and ever-evolving research toolbox features a variety of tools that are low cost, high rigor, and quick to conduct.
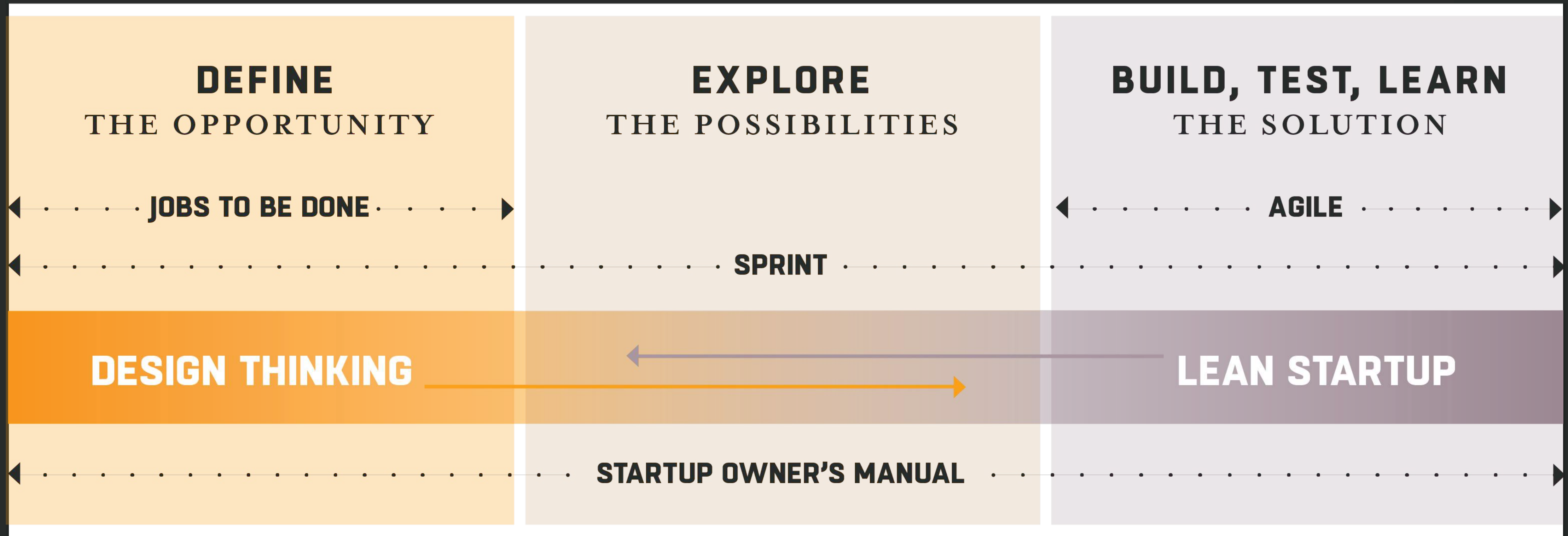
BODY OF EVIDENCE

Instead of looking to one piece of research to make a go/no-go decision, we iteratively and systematically de-risk ideas and business models, building a body of evidence to inform decision-making.

Every piece of research The Garage Group conducts **seamlessly feeds into the next strategic step**. Deliverables are custom-structured to ensure you are able to **bring the right story back** to the broader organization and **gain alignment in decision-making**.

THE GARAGE GROUP

THE LEAN GROWTH PLAYBOOK

DEFINE THE OPPORTUNITY	**EXPLORE** THE POSSIBILITIES	**BUILD, TEST, LEARN** THE SOLUTION
◄····· JOBS TO BE DONE ·····►		◄····· AGILE ·····►
◄·····	SPRINT	·····►
DESIGN THINKING	◄────────────────	**LEAN STARTUP**
◄·····	STARTUP OWNER'S MANUAL	·····►

We bring the custom solutions to lead you through solving any Lean Innovation or growth challenge, integrating tried & true methodologies like **Design Thinking & Jobs To Be Done** with emerging startup methodologies like **Lean Startup & Sprint**.

WE OPERATE FROM AN AGILE TOOLBOX THAT ENABLES US TO OPERATE LIEK A STARTUP

THE LEAN GROWTH PLAYBOOK

DEFINE
THE OPPORTUNITY

- Social Media Ethnography
- Digital Ethnography
- Expert Interviews
- Knowledge Sharing
- Landscape Assessment
- Competitive Audit
- Secondary Research
- Targeted, In-person Research
- Observational Research
- Opportunity Definition Design Sprints
- Jobs to be Done

EXPLORE
THE POSSIBILITIES

- Trend and Analog Research
- Ideation and Idea Development Sessions
- Quick Quantitative and Qualitative Research
- Consumers on iPads

BUILD, TEST, LEARN
THE SOLUTION

- Lean Concept Development
- Product/Service Development
- Design Sprints
- MVP Labs
- Assumption Based Development
- Prediction Markets
- Quantitative Idea Screening

THE GARAGE GROUP

DEFINING THE OPPORTUNITY

A few of our tools to help clients define where the best places are to start coming

• Landscape Assessment

• Social Media Ethnography

• Digital Media Ethnography

• Jobs to be Done Work Session

LANDSCAPE ASSESSMENT

OVERVIEW

TGG leverages robust Landscape Assesments to understand the key players in a focused category, along with the strengths, weaknesses, opportunities and threats they each uniquely present. We gather this information via desk research across various publicly available sources, including relevant articles, brand and product websites, Amazon brand pages and reviews, and smart Google search (along with other relevant in-category sources, such as forums and blogs). We will also include highlighted case stories of example brands who have delivered on similar business challenges. These case stories will engage the brain's natural process of 'associative thinking' and 'connecting dots' to energize teams as they build out their potential white space opportunities and directions.

EXAMPLE DEEP DIVE SPACES

The Landscape Assessment will take a deep dive into the following:

· **Competitive Activity:** brands, products, and services active in the category and other relevant solutions currently in the market (including existing alternatives)

· **Consumers:** demographic, buying behavior, and socioeconomic changes within the category and any relevant adjacent categories

· **Customers:** business performance and who's doing well or not well within the category (i.e. retailers, etc.)

· **Emerging Technologies:** tech solutions and companies influencing the category and any relevant adjacent categories

· **Regulatory:** regulations and laws affecting the category of focus, as well as any adjacent categories

TIME ESTIMATE
1-2 week timeline

POTENTIAL USE CASE SCENARIOS
· Benefit Spaces & Delighters
· White Space Opportunities
· White Space Points of Differentiation
· Potential Watch Outs for the Category (i.e. regulatory)

SOCIAL MEDIA ETHNOGRAPHY

OVERVIEW

TGG will scrape and analyze hundreds of conversations about the business challenge topic at hand from publicly available sources such as product ratings and reviews, social media posts (i.e. Facebook, Instagram, Twitter), and other relevant sources (i.e. Blogs, Reddit, articles). TGG's 5-step Social Media Ethnography process is driven by specifically honed objectives and smart search, but also by strategic human insight.

The output of this research method helps to build consumer context around the business challenge topic, as well as uncover new areas of opportunity articulated by the consumer. By scraping publicly available sources, TGG is able to bring smart, consumer-led insights in a cost effective and time efficient way.

5-STEP SOCIAL MEDIA ETHNO PROCESS

1. **Specifically Honed Objectives** - TGG works with the client to hone in on specific objectives that strategically help to answer on the overall business objective. With focused objectives, TGG is able to build a Smart Search Plan that will provide valuable consumer insights and learnings to help build into consumer-backed answers to the project objective.

2. **Smart Search Plan** - For each of the objectives identified in Step 1, TGG will begin to create a robust list of search questions that will help to guide their efforts during the search step of the process. With a variety of ways in (differently articulated questions), TGG is able to provide a breadth of insights and consumer learnings. The client will provide input at this step to ensure TGG is capturing all necessary learnings.

3. **Analytics Platform (or Direct Google Search)** - Using smart Google search, TGG will begin to execute on the search plan.

4. **Look for Themes -** As TGG researchers begin to pull in data to support answers to the pre-approved search plan questions, they will begin to look for themes that help to begin building out the consumer story to deliver on the objectives at hand.

5. **Tell the Story -** With themes identified, TGG will codify all insights into a consumer story delivering insights related to the project objectives.

TIME ESTIMATE
1-2 week timeline

POTENTIAL USE CASE SCENARIOS
- Habits & Practices Study
- Attitudes & Usage Study
- User Personas
- Uncovering New Opportunity Spaces

DIGITAL ETHNOGRAPHY

OVERVIEW

TGG leverages a Digital Ethnography study to understand the consumer's needs, pain points, frustrations, and wants for the particular challenge at hand. Participants meeting the target criteria across the US will go online when it's convenient for them, over the course of three days, completing three to four different activities each day, for a total of up to 12 activities. A skilled TGG moderator will probe deeper into comments, as needed. Additionally, the multi-functional client team can observe as participants complete their activities and add probes for the moderator to field to participants. An asynchronous research platform allows us to collect stimuli from participants via mobile phone, tablet or desktop computer, including photos of their in-the-moment consumption/usage occasions.

ACTIVITY EXAMPLES

- **A Day in the [Work] Life** - Participants will film a 2min or less video of themselves in their workspace. In the video, they'll answer questions such as, 'What do you like and dislike about this space? What would you change, if anything? What keeps you from changing it?

- **Image Search** - Participants will find an image to represent their thoughts and feelings about working multiple jobs. This shouldn't be an image of the jobs themselves, but instead should be an image to capture their thoughts/feelings about working multiple jobs.

- **Amazon Review** - Participants will complete an Amazon-style review of their favorite snack food product (depending on specific objectives), including stars, a title and a descriptive paragraph to explain their rating of their snack. They'll include recommendations for improvement and watch-outs or recommendations for other potential buyers.

TIME ESTIMATE

3-4 days of active participation in the online Digital Ethnography.

POTENTIAL USE CASE SCENARIOS

- Habits & Practices Study
- Attitudes & Usage Study
- User Personas
- Benefit Spaces & Delighters

WHY DIGITAL ETHNOGRAPHY?

"

I was blown away by the depth of insight from Digital Ethnography. We've mostly done face-to-face research in the past, and I didn't expect online research to deliver the same level of consumer understanding. Instead, I think we got deeper insight because this allowed us to go places we wouldn't normally be able to go!

JULIA, F500 INSIGHTS LEADER

In-Person Ethnography	Digital Ethnography
Geographically constrained - one city or region at a time	Field multiple cities and/or regions at the same time, even different countries; dispersed, remote client team able to follow and engage in the learning journey
Time constrained - can only be there in-person for a limited amount of time	Consumers collect experiences over the course of a defined timespan - often 4 days or longer
Schedule-constrained - consumers have to make themselves available when we want or need them to be	Consumers contribute when they're able, or when they do a relevant task (captured in-the-moment), giving us access when they're at work or wouldn't traditionally participate in research
Requires participants to be verbally expressive or to feel comfortable hosting strangers	Consumers express themselves through a variety of modes of communication: text, video and images
Video and reporting are the assets left behind after research	Well-organized, searchable video, images and text responses & a visual report deliverable are left behind for the organization to tap into
In-context immersive research is expensive	No travel cost or costly time away from the office

DIGITAL ETHNOGRAPHY

GAINING GLOBAL CONSUMER FEEDBACK ON NEW TECHNOLOGY FOR A GLOBAL MANUFACTURER IN ORDER TO DEVELOP A SELLING STORY

THE CHALLENGE

A global manufacturer had two predominant forms of their product in the market. While consumers tend to prefer one over the other, there were still pain points associated with both. The manufacturer had recently developed a new technology that potentially removes those tradeoffs. In order to gain interest from potential partners, the team needed to generate a selling story with the consumer highlighting the benefits of this new technology.

THE APPROACH

The Garage Group and the client team leveraged Digital Ethnography to garner client feedback on the new technology. The product was shipped to 30 consumers across two countries, and over the course of four days, the consumers completed activities like sharing their first reactions to the new technology and writing a daily diary about their experiences. The research enabled the client team to get feedback before, during, and after product usage, clearly demonstrating the key benefits from the technology.

THE RESULT

This research enabled the client team to develop a relevant selling story, leveraging real consumer language and descriptions of the product.

JOBS TO BE DONE WORK SESSION

OVERVIEW

The Garage Group will lead a 2-Day Work Session to get the cross-functional client team grounded on Jobs to Be Done and the key Jobs as they pertain to the specific challenge. We'll dig into the background of Jobs to be Done and why it's not only necessary, but yields the most successful innovation pipelines, then train the team on how to uncover consumer pain points. The core client team will prioritize all 'Jobs to be Done' based on pre-aligned success criteria (in addition to consumer feedback, if preferred) and align on 3-4 lead 'Jobs to be Done' to focus on in subsequent ideation workstreams.

ACTIVITY EXAMPLES

- **Research Share-Out:** The Garage Group will share the learnings, insights, and uncovered pain points the consumer research along with hypotheses of what the consumer Jobs to Be Done are. The Garage Group will lead the client team through synthesis of learnings to uncover high-growth opportunities within the aligned strategic area that could be actioned against moving forward.

- **Prioritize & Map:** Next, TGG and the client core team will come together to sort, group, and prioritize the Jobs to be Done. After plotting where existing products fall within the realized Jobs to be Done, we'll be able to identify any gaps and potential white-space opportunities to innovate within.

- **Strategic Next Steps:** The client core team will then decide on what strategic next steps will take place; this could look like anything from a product ideation workshop followed by new concept development or tweaking language and communications of existing products to better articulate the Job they are solving for consumers.

TIME ESTIMATE

2 day, at the conclusion of the Research Phase, ahead of any subsequent ideation workstreams

EXPLORE THE POSSIBILITIES

A few of our tools to help teams quickly test and learn about ideas while they're in the process of coming up with them.

- Overnight Consumer Validation (Qualitative and Quantitative)

- Consumers on iPads

OVERNIGHT CONSUMER VALIDATION

OVERVIEW

As teams generate a pool of targeted ideas, consumers will be recruited and invited into an online digital idea platform to review ideas and provide feedback. Literally overnight, consumers will give real-time feedback on the concept that have been developed throughout the day. They'll up-vote ideas they like, down-vote ones they don't, and leave qualitative feedback expanding on why they voted the way they did. Their votes and comments will be captured digitally and can be easily reviewed by the client team to inform their selection of top ideas.

The result is a near-immediate gut check on the ideas and concepts that also keeps the team firmly grounded in the voice of the consumer. This feedback can be rapidly processed to prioritize the most promising ideas. The team is then able to more accurately align on the "top ideas" for further refinement and development.

TIME ESTIMATE

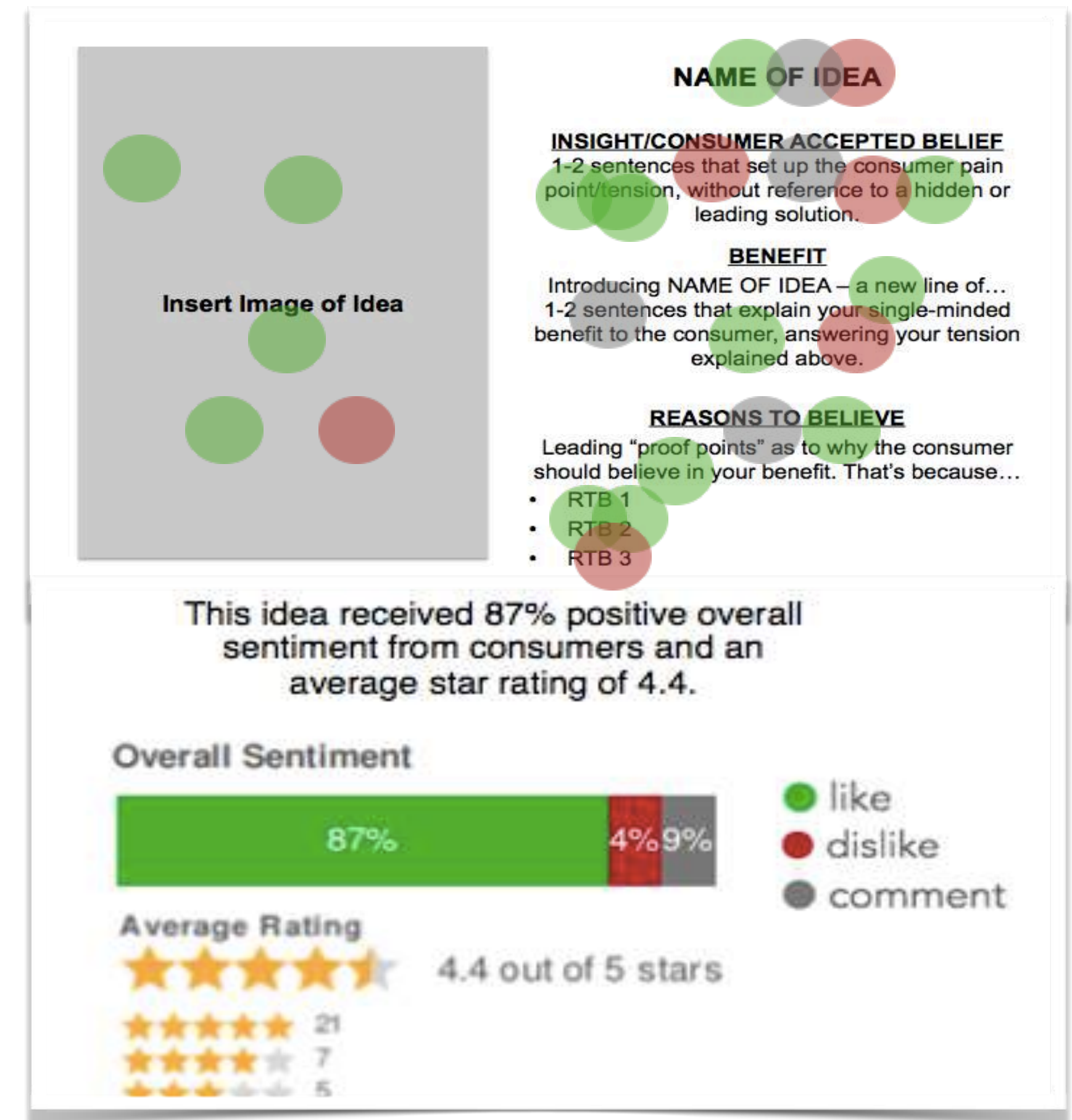1 day timeline, typically in conjunction with an ideation session

QUALITATIVE OVERNIGHT STUDY

OVERVIEW

The Garage Group leverages an overnight qualitative platform with pre-recruited consumers to help provide a directional read on what is working (and what needs to be optimized) from the eyes of the consumer. TGG uses this type of study to help clients get to the "why" behind any consumer-articulated optimizations to the ideas, concepts, or brand architectures. This qualitative consumer touchpoint helps the client team to build confidence in any revisions and iterations to product, brand, or service directions.

EXAMPLE OUTPUT:

TIME ESTIMATE

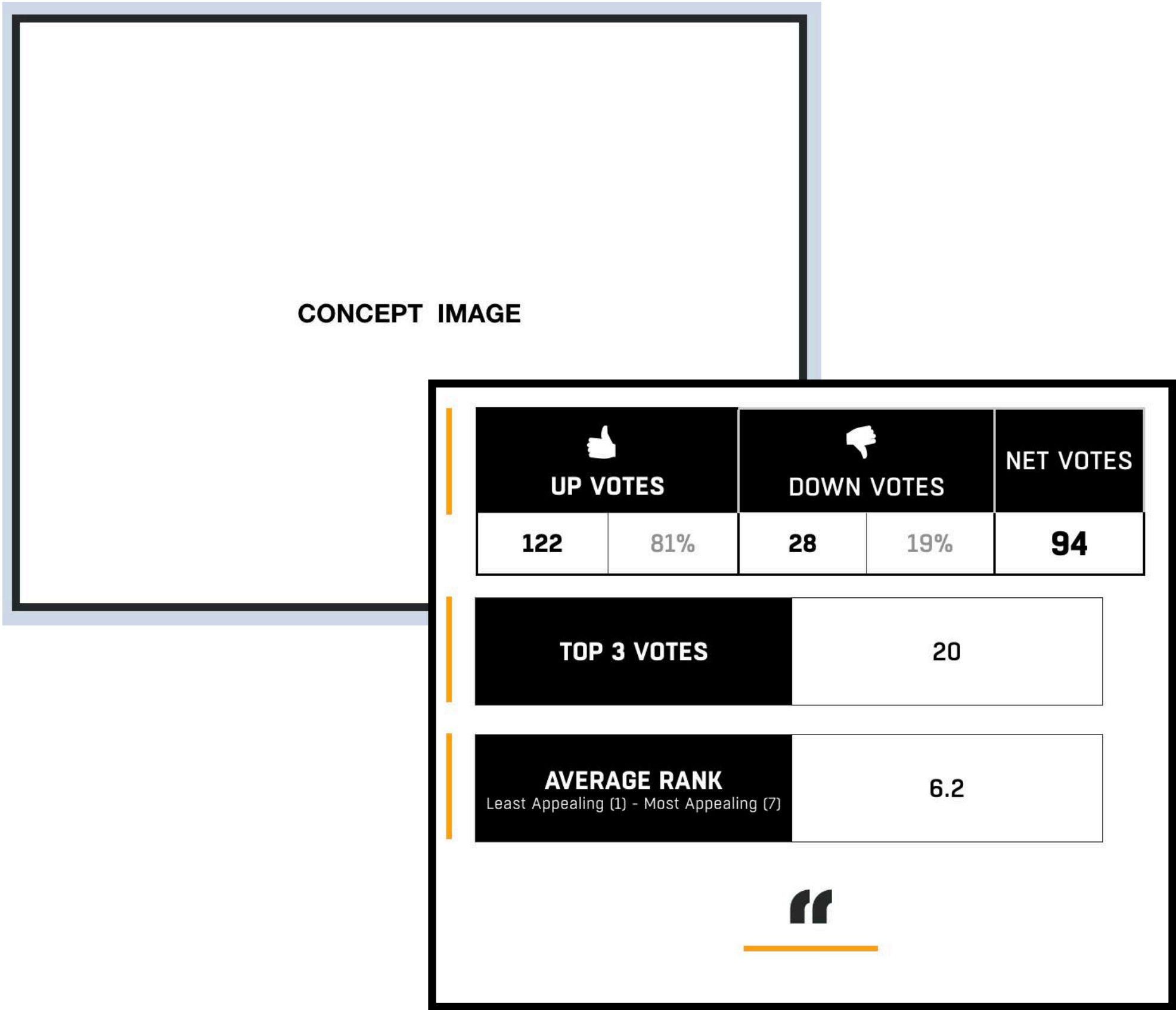1 day timeline, typically in conjunction with an ideation session

QUANTITATIVE OVERNIGHT STUDY

OVERVIEW

The Garage Group leverages an overnight quantitative platform to give a more data-driven direction on which ideas, products, or brand directions should be prioritized in the eyes of the consumer. This study serves as one piece in a larger, growing body of evidence to help teams make smart, consumer-informed decisions about potential products, ideas, services, and brand directions.

EXAMPLE OUTPUT:

CONCEPT IMAGE

👍 UP VOTES		👎 DOWN VOTES		NET VOTES
122	81%	28	19%	**94**

TOP 3 VOTES	20

AVERAGE RANK Least Appealing (1) - Most Appealing (7)	6.2

❝

TIME ESTIMATE

1 day timeline, typically in conjunction with an ideation session

EXPLORE-PHASE APPROACHES

CONSUMERS ON IPADS

OVERVIEW

With the objective of strengthening potential opportunity spaces or product ideas, the client teams will receive real-time, in-session, iterative feedback throughout the day. The client teams will have access to real-time consumer feedback from up to 2-3 consumers per hour (via iPad) to ensure the voice of the consumer is at the center of the process. These consumer interactions can serve as quick gut-checks for the team on the overall articulation of their opportunity space/product idea, or a more in-depth dialogue on specific opportunity space/product idea elements.

EXAMPLE CONSUMER QUESTIONS:

1. In what ways does this resonate with you?
2. Do you feel this is a problem you have experienced? Why or why not?
3. What are you doing today to address this problem?
4. If you could create any type of solution to this problem, what would it be?
5. Are there any products or brands available today that are solving this problem for you? Are they doing it well?
6. Would an organization structure like this be for someone like you? Why or why not? Who would it specifically be for? (probe into ages, occasions, etc.)
7. Would something like this be believable coming from X brand? Why or why not? Who would it be more believable coming from?
8. Where would you expect this to show up or be present?

ITERATIONS BETWEEN CONSUMER INTERVIEWS:

1. Talk through findings / takeaways with your team members (this may mean a working lunch)
2. Tweak ideas, questions, talking points, etc.
3. Develop new questions for the next set of consumers
4. Continue to build out ideas

TIME ESTIMATE

1 day timeline, typically in conjunction with an ideation session

BUILD, TEST, AND LEARN ON THE SOLUTION

A few of our tools to help leaders de-risk and optimize ideas.

• Lean Concept Development Lab

• Prediction Market

• Assumption Based Development

LEAN CONCEPT DEVELOPMENT LAB

Traditional Concept Development	Lean Concept Development
Long days is focus groups facilities with the risk of dominate respondent bias	Fast paced, one-on-one consumer connection in the comfort of their own home or office via webcam
Difficult to meaningfully and quickly iterate concepts through multiple optimization	Real time, meaningful, quick, multiple iterative concept adaptations between interviews
Backroom disengagement	Each team member chooses their engagement level
Concept writing influenced by various, competing agendas	Experienced, unbiased concept writing that takes holistic strategic and consumer needs into account
Geographically constrained and/or significant travel budget and time away from the office	Respondents from multiple regions and/or countries; no time away from the office

OVERVIEW

The Garage Group's team of expert concept writers will craft concepts based on background inputs from the client team. The Garage Group concept writers have written award-winning concepts for food, beverage, other CPG categories, service categories, and beyond. Concepts can be written in a variety of different formats depending on the client's next-step validation need, from one paragraph product/benefit descriptions to formal Insight/Benefit/RTB concepts. The Garage Group starts by writing 1-2 draft concepts per direction, then works with the core team to further optimize then align on which concept drafts to take into consumer assessment and optimization.
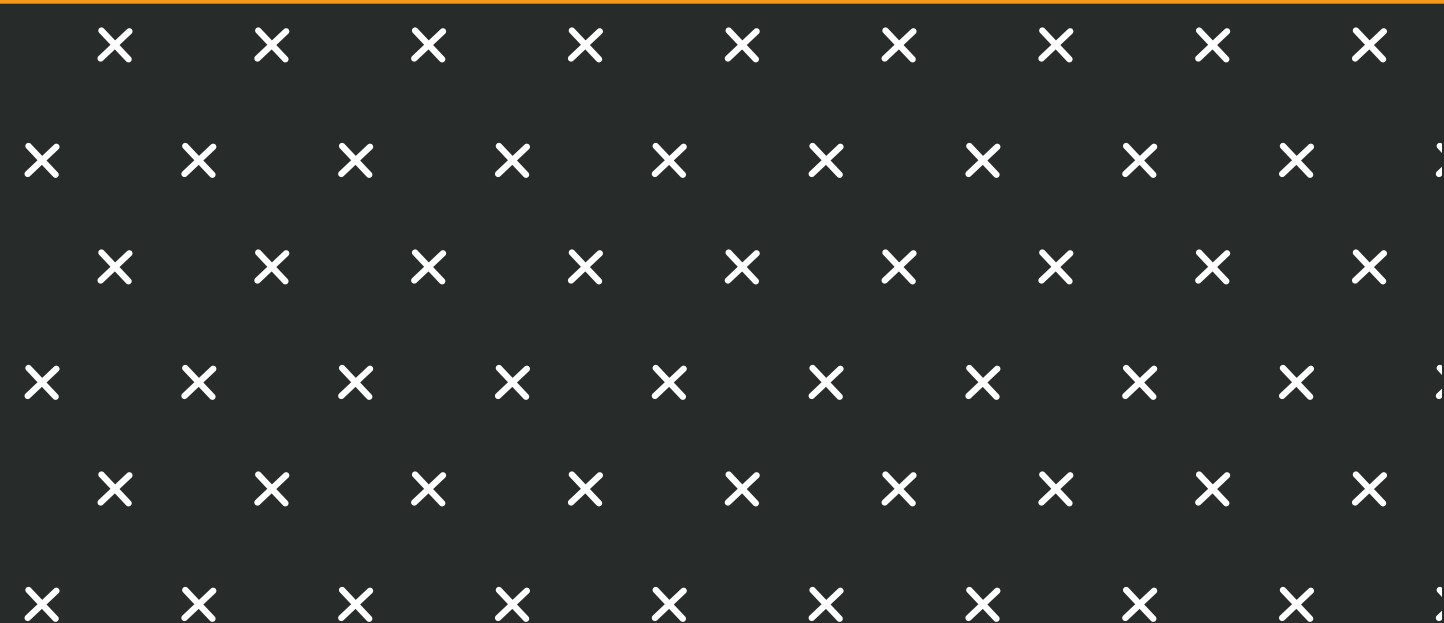
Next, consumers will participate in quick, 30-minute 1:1 interviews (online, video chat with document sharing) to strengthen concept language, prioritize and prepare concepts for subsequent testing. Each consumer will provide input on concepts while The Garage Group concept writer listens in and strengthens concept language between interviews, in real-time. The conversation between the moderator and consumer will focus on optimizing overall clarity of the idea, understanding how well the idea delivers against the key benefit, and gauging relevance to the consumer's life. Along the way, we'll collect key input around overall appeal, uniqueness and believability of the total proposition and the component parts. We'll be listening for how well the concept delivers on the Job to Be Done.

LEAN CONCEPT DEVELOPMENT

QUICK & ITERATIVE CONSUMER INTERVIEWS TO REFINE AND OPTIMIZE NEW PRODUCT CONCEPTS

THE CHALLENGE

A F500 Beverage company wanted to build out concepts for 8 preliminary idea-starters that came out of ideation and quantitative prioritization. These concepts needed to have strong Insight resonance, relevant Benefits, powerful Reasons to Believe and clear images, with the goal of scoring well in BASES to unlock further funding on their path to launch.

THE APPROACH

Leveraging existing knowledge from the client team, along with smart desk research, The Garage Group built draft Insight/Benefit/Reason to Believe concepts for each of the 8 preliminary idea-starter statements. The client team provided input on ways to optimize the concepts and went through two rounds of iteration prior to research.

Over the course of two days, 12 video individual interviews were conducted to build and optimize the set of 8 concepts. The Garage Group moderator led conversations with consumers to troubleshoot and uncover any areas that weren't as clear or powerful as they could be. The multi-functional client team watched remotely, provided live probing questions and provided input during multiple debriefing calls to actively iterate the ideas.

THE RESULT

The Garage Group and client team iterated through multiple versions to get to the final BASES-ready concept. One concept went to market and has been a strong addition to the brand's portfolio. A second idea is launching soon.

PREDICTION MARKET

OVERVIEW

Content is submitted into quantitative testing via a Prediction Market where general market consumers are asked to "predict the success" via a Prediction Market test. "Content" may be concepts, idea statements, Jobs to be Done, whitespace opportunities, and platforms, among other things. Leveraging "Wisdom of the Crowds," participants vote on concepts they think are more likely to be successful by allocating tokens based on the ideas they believe are the strongest.

It's a fun, engaging way for participants to sort through a large number of ideas, pick the strongest (relative to each other) and then weigh in on the strength of individual ideas. Consumers have the ability to see how the rest of the

"market" (i.e. other participants) are investing their tokens, and can choose to re-allocate based on the crowd. A Prediction Market is built to simulate commerce or real-time investing, and the learning is invaluable. Open-ended questions capture qualitative insight into why respondents placed their tokens on specific ideas. Most importantly, Prediction Markets shift participants' "hypothetical" purchase intent to give them more skin in the game. In the end, participants are rewarded differentially based on the "accuracy" of their predictions.

TIME ESTIMATE

~1-Week Timeline

ASSUMPTION BASED DEVELOPMENT TO DE-RISK IDEAS

OVERVIEW

Assumption Based Development systematically de-risks ideas, solving for the biggest risk first.

WHY IT'S DIFFERENT:

• Prioritizes Proving/Disproving the Riskiest Assumption first.

• Moves away from "Go/No Go" Decision Making.

• Informs a "Pivot, Perish or Persevere" Decision.

• Built to sustain learning on multiple ideas in tandem.

• Saves teams time by killing ideas that aren't Desirable, Viable or Feasible early in the process.

TIME ESTIMATE

~1-Week Timeline

## BENEFITS OF ASSUMPTION BASED DEVELOPMENT VS. THE "TRADITIONAL" PROCESS

• Faster: Quick turn-arounds (usually 48 hours or less)
• Cheaper: Enables more iteration and testing - instead of putting all eggs in one basket
• Safer: Tests rely on actual transactions and behavior
• Smarter: Find product market fit in a volatile world, without compromising rigor.
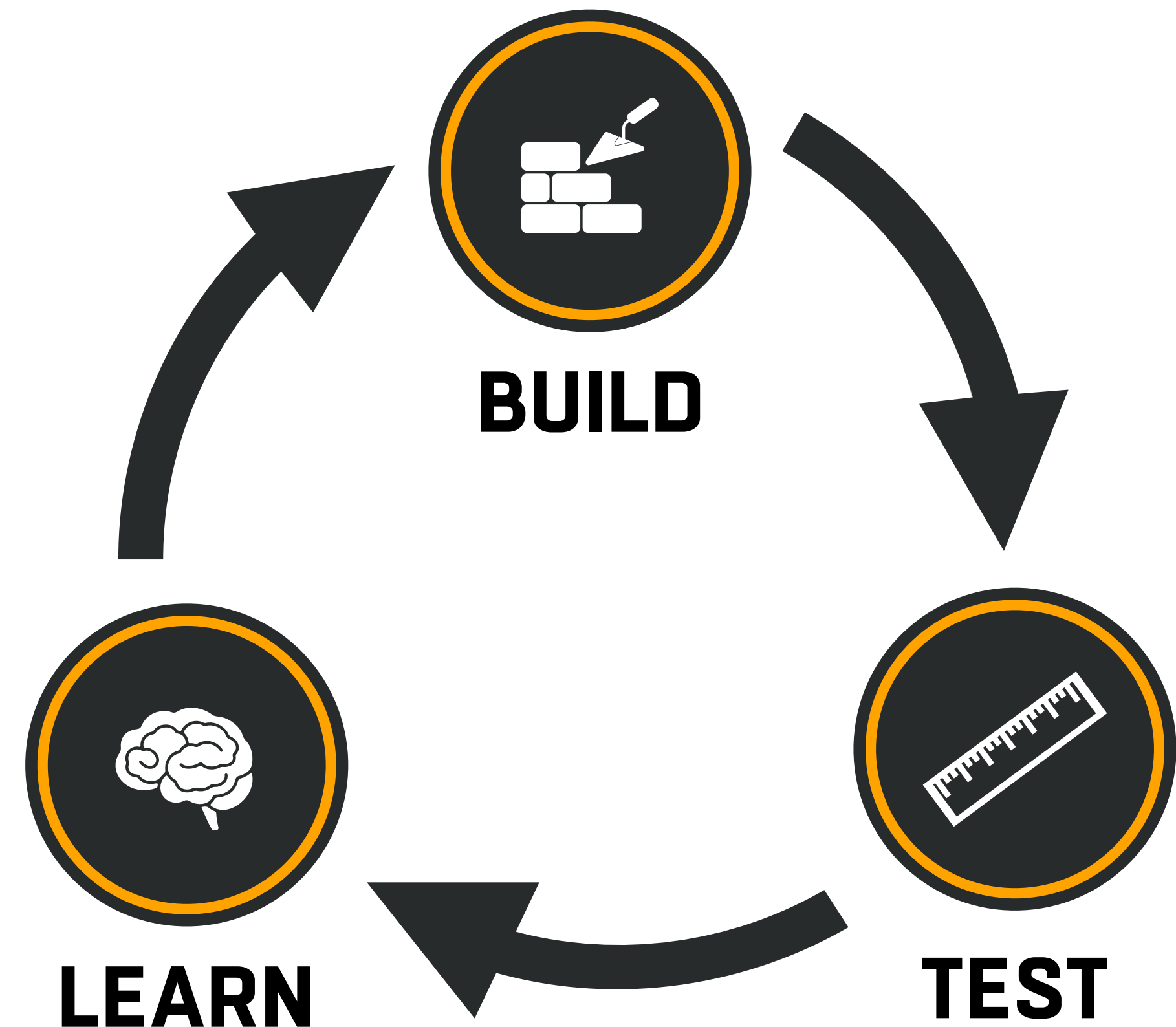
WHY ASSUMPTION BASED DEVELOPMENT?

Assumption–based development systematically de–risks ideas, prioritizing the Riskiest Assumption first.

✕ Built to sustain learning on multiple ideas in tandem, instead of one idea, allowing teams to pursue multiple paths forward.

✕ Behavior-based experiments inform pivot, perish, or persevere decisions, systematically building a mounting body of evidence for each idea.

✕ Saves teams time by killing ideas that aren't Desirable, Viable or Feasible early in the process.
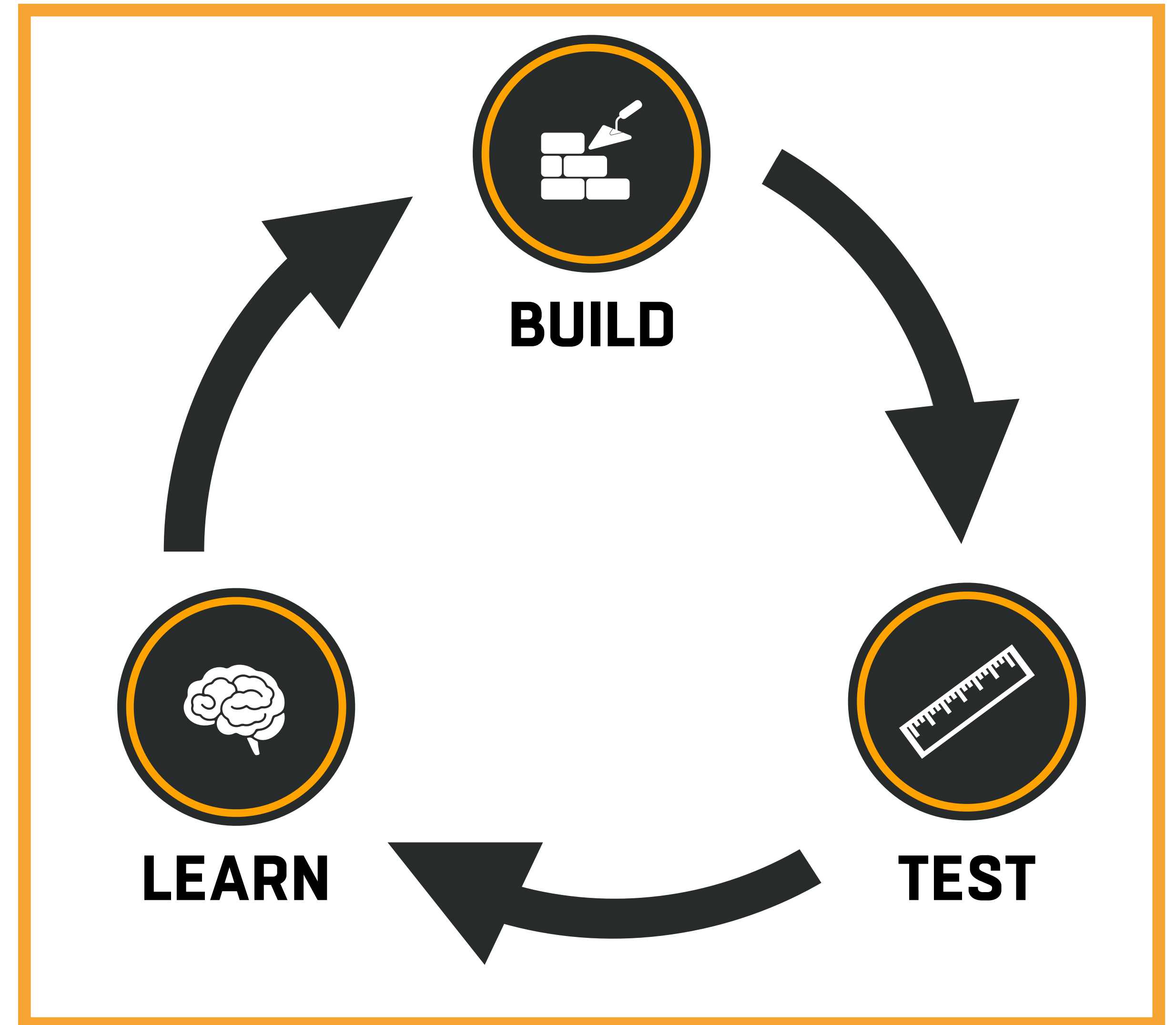
BUILD

TEST

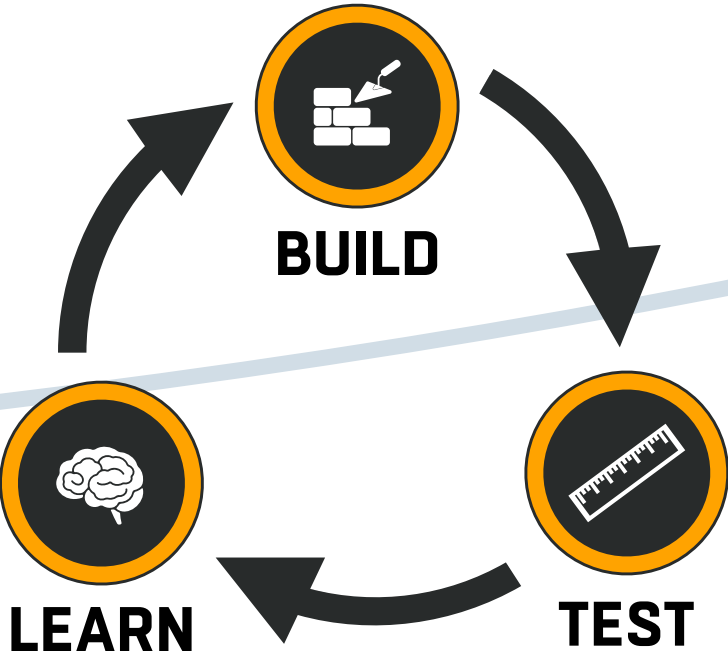LEARN

HOW IT WORKS | SYSTEMATICALLY DE-RISKING VIA BUILD, TEST, LEARN LOOPS
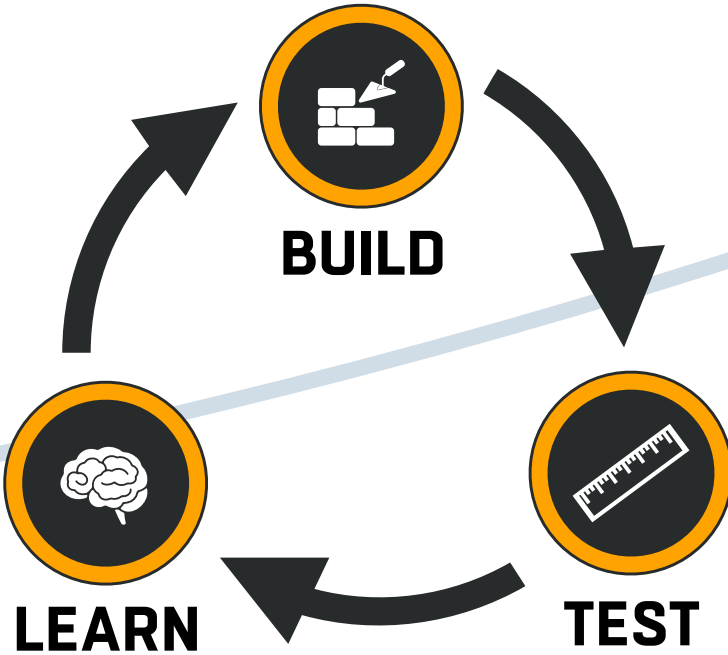
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UNCERTAINTY

Each Build, Test, Learn Loop is designed to learn on multiple Ideas in parallel. Experiments are built to solve for each Idea's Riskiest Assumption, starting in Round #1.
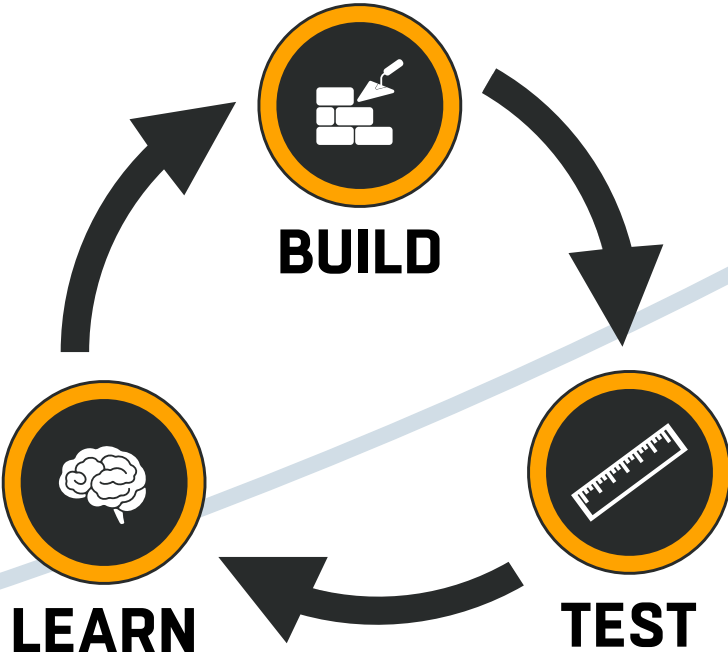
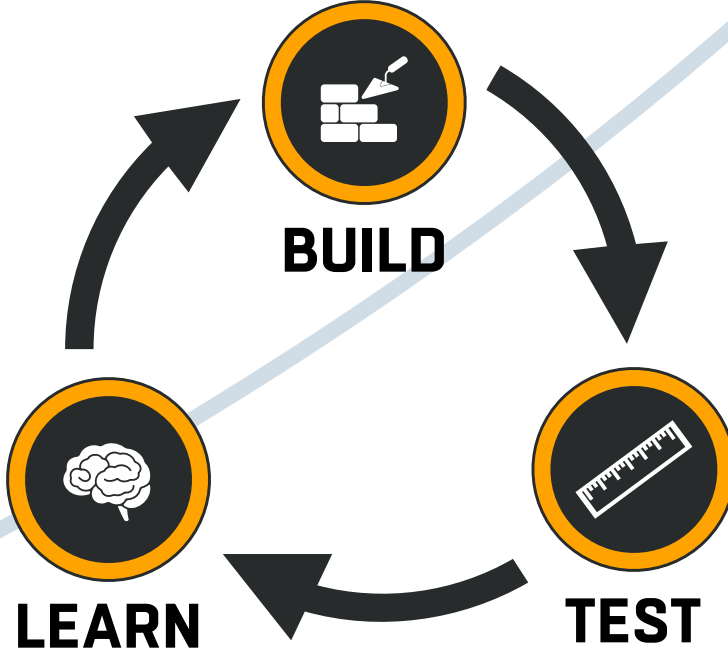FUNCTIONALITY OF PROTOTYPE & CONSUMER BASE SIZE

ROUND #4
Experiments built to prove/disprove Fourth Riskiest Assumption

ROUND #3
Experiments built to prove/disprove Third Riskiest Assumption

ROUND #2
Experiments built to prove/disprove Second Riskiest Assumption

ROUND #1
Experiments built to prove/disprove Riskiest Assumption

BUILD

LEARN

TEST

BUILD

LEARN

TEST

BUILD

LEARN

TEST

BUILD

LEARN

TEST

FUNCTIONALITY OF PROTOTYPE & CONSUMER BASE SIZE

For each idea brought forward, the experiments start with low base size & low time investment into test assets (like prototypes) given the high levels of uncertainty.

UNCERTAINTY

IDEA .... ▶ LAUNCH

PROGRESSION OF IDEAS | *Based on Pivot, Perish or Persevere Recommendation*

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BUILD, TEST, LEARN LOOP #1

BUILD, TEST, LEARN LOOP #2

BUILD, TEST, LEARN LOOP #3

BUILD, TEST, LEARN LOOP #4

Pivot or Persevere

Perish

Pivot or Persevere

Pivot or Persevere

Pivot or Persevere

Perish

Pivot or Persevere

Perish

Pivot or Persevere

Pivot or Persevere

Pivot or Persevere

Pivot or Persevere

Perish

TIME, PROTOTYPE FIDELITY & FUNCTIONALITY, BASE SIZE & FUNDING
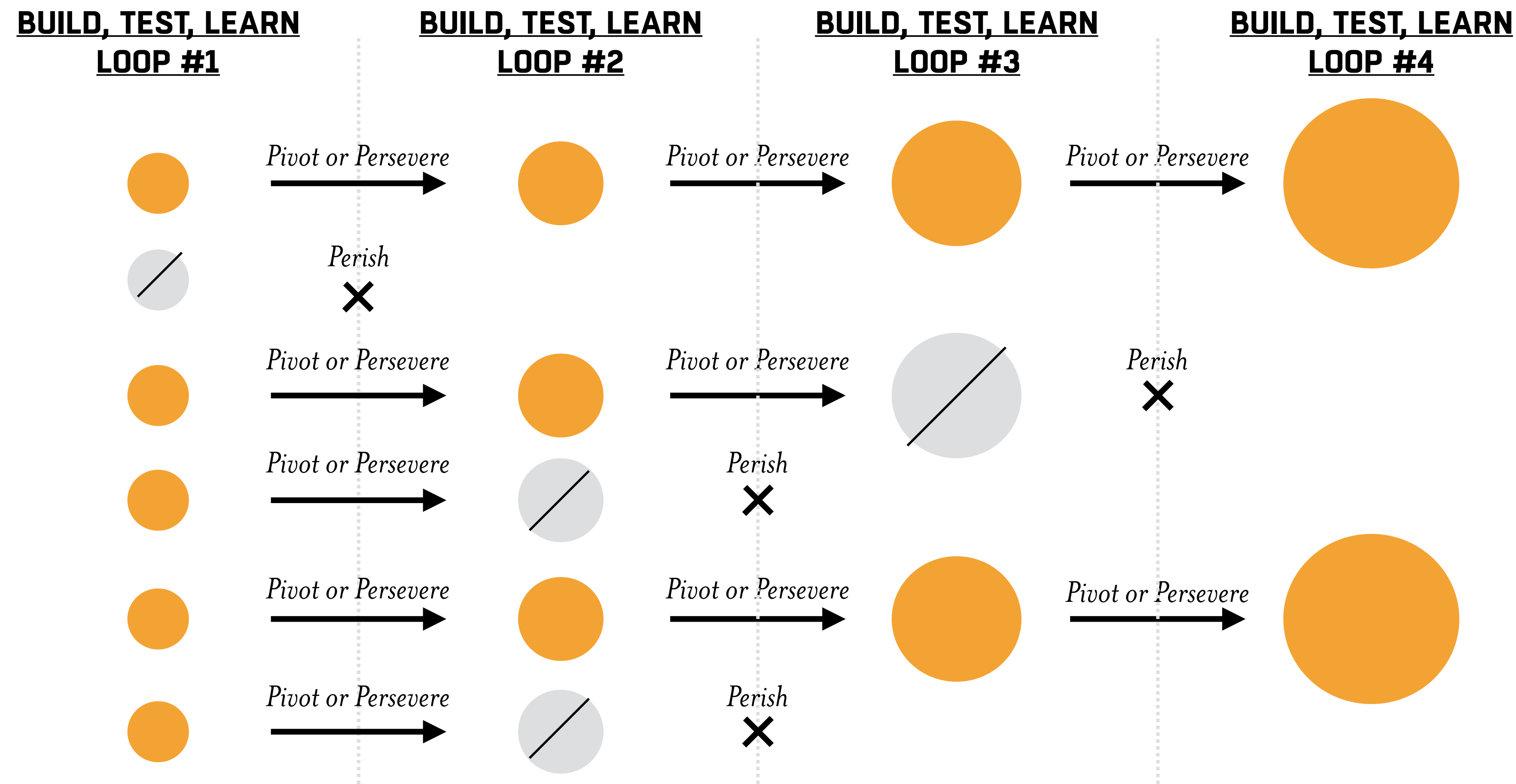
Instead of relying on traditional stage-gate, survey-based research to prioritize ideas, multiple ideas are de-risked in parallel via fast, rigorous experiments.
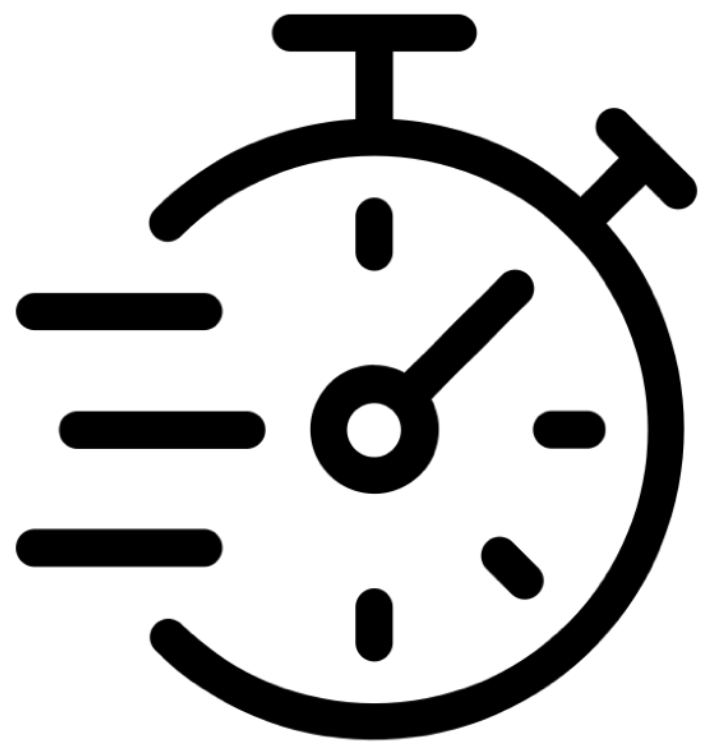
After each round of testing, teams make a Pivot, Perish, or Persevere recommendation to leadership to garner growing amounts of evidence, to unlock approval to continue learning.

Each Build, Test, Learn Loop is structured to be conducted in 2-3 days, superimposing constraints to drive quick decision-making.
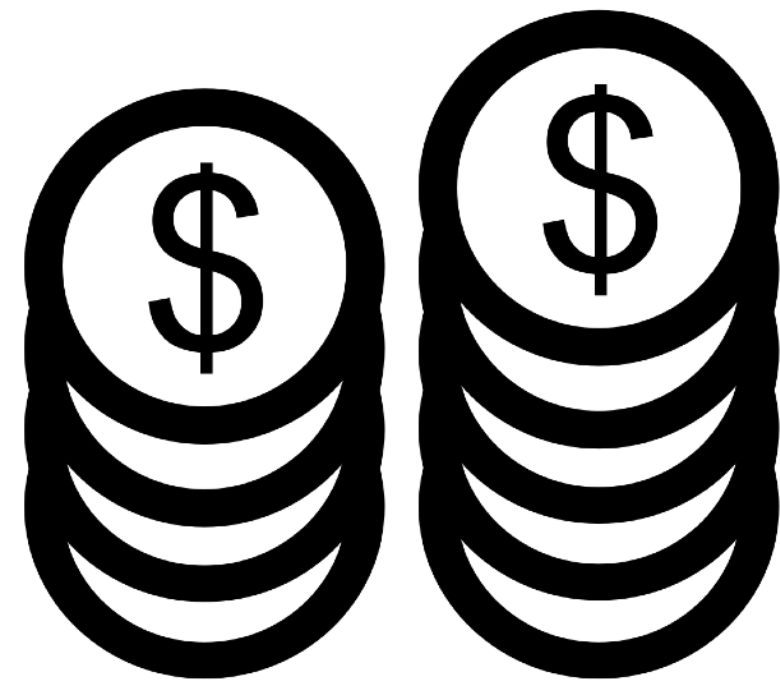
ASSUMPTION-BASED TESTING BENEFITS

✕ FASTER

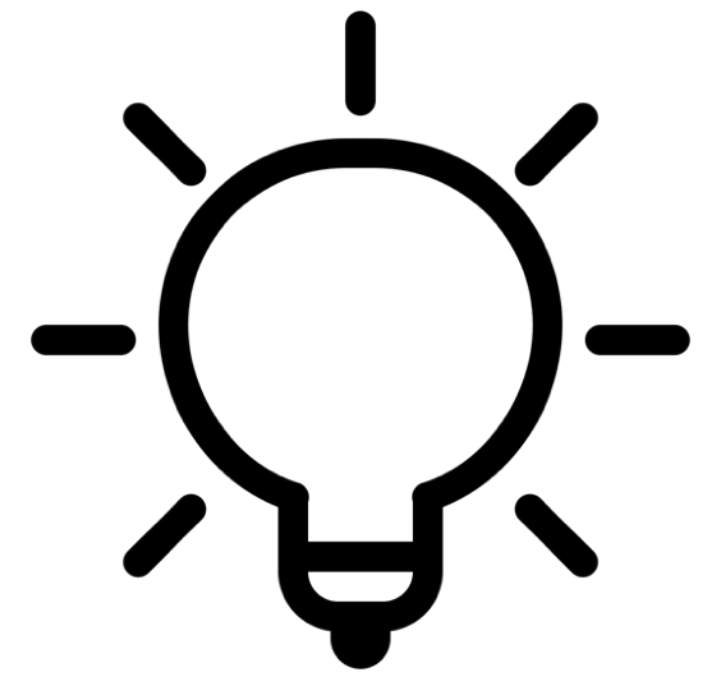Quick turnaround experiments to learn quickly.

✕ CHEAPER

Affordable experiments to enable more iteration.
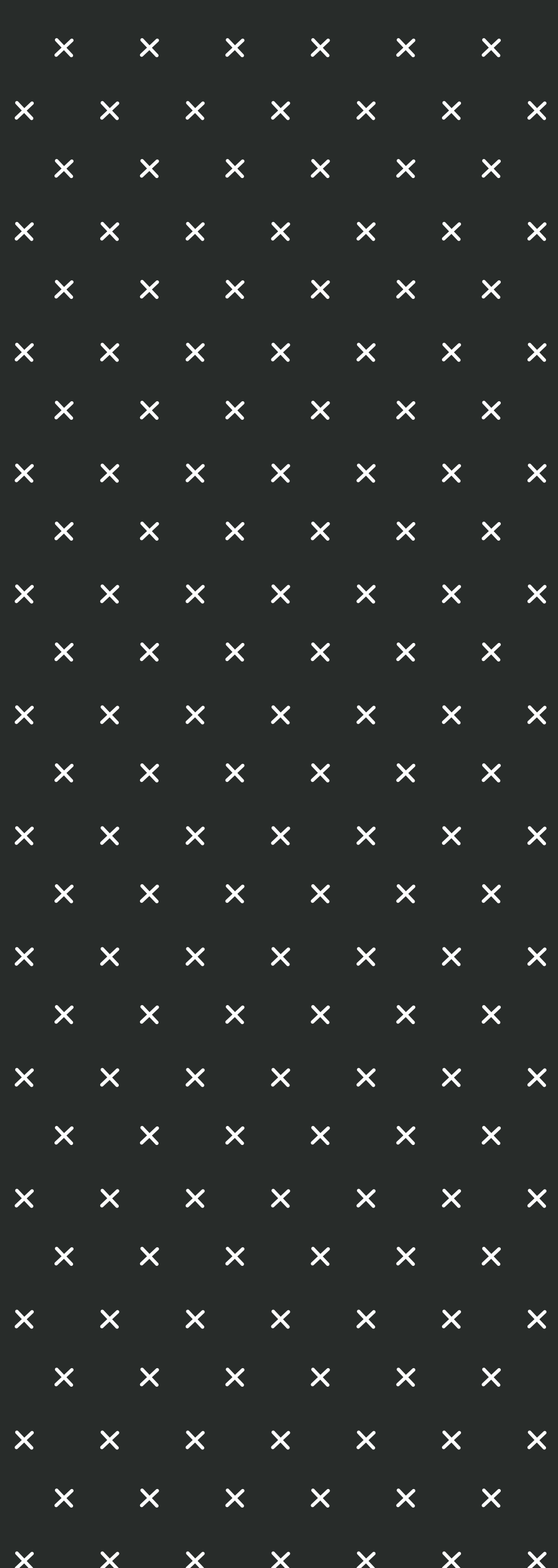
✕ SAFER

Behavior-based transactional learning using "do" metrics vs. "say" metrics.

✕ SMARTER

Find product/market fit in a volatile world without compromising rigor.

A DOUBLE-CLICK INTO LEAN EXPERIMENT EXAMPLES
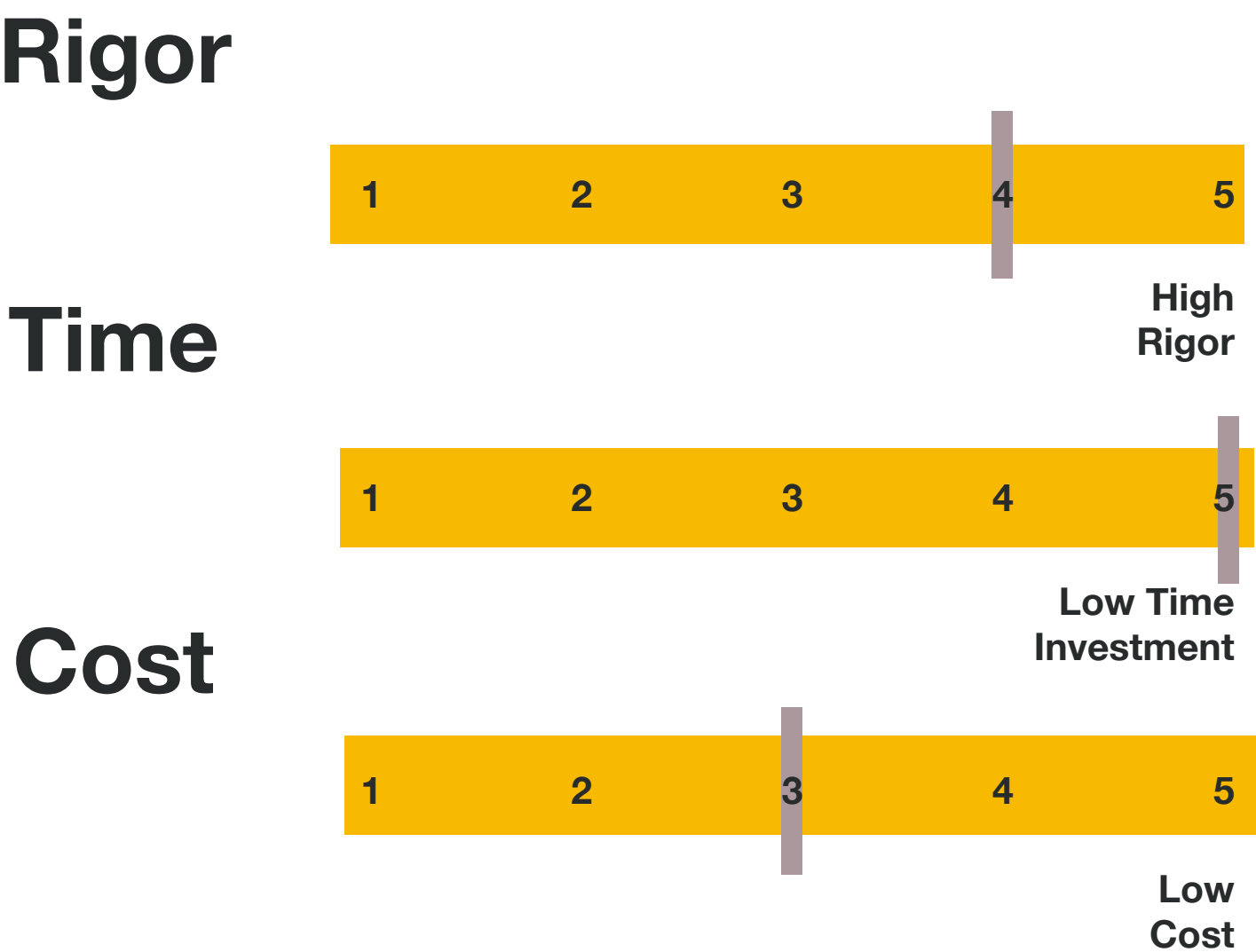
✕ IN-HOME USE KITS

ASSUMPTION TESTED: Consumers will repurchase after using the product.

DESCRIPTION: Recruited participants use a product that was sent to them (prototype or something close that's in-market) and report what usage is like. They're given opportunity to "purchase" again via a flyer in the package. (It's not made obvious that the product isn't yet on the market.)

KEY METRIC: Percent of participants that email to repurchase.

THE DETAILS
Recruited Test

Rigor

| 1 | 2 | 3 | 4 | 5 |

High Rigor

Time

| 1 | 2 | 3 | 4 | 5 |

Low Time Investment

Cost

| 1 | 2 | 3 | 4 | 5 |

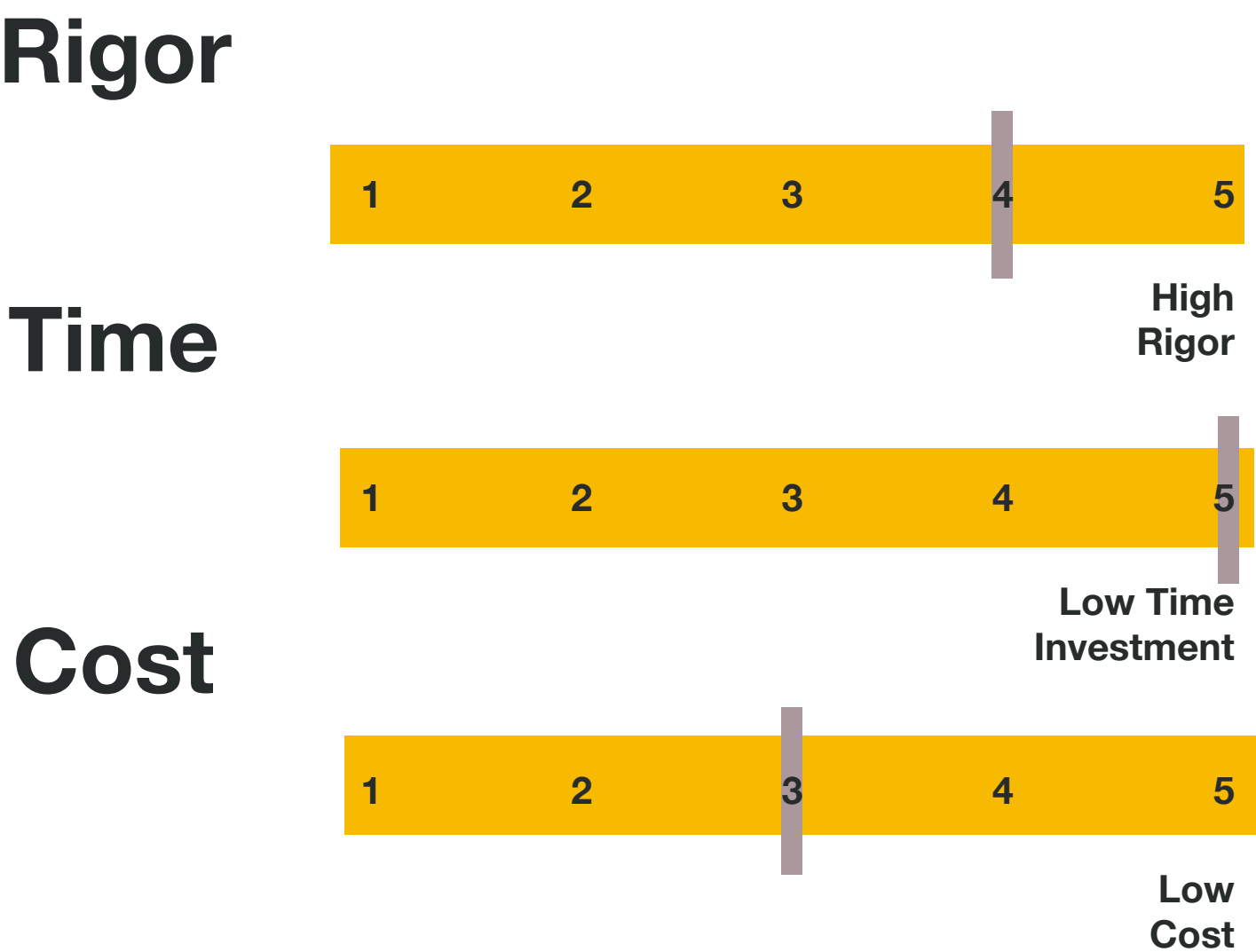**Low Cost**

✕ TRADE YOUR INCENTIVE

ASSUMPTION TESTED: Consumers will purchase the new idea when offered.

DESCRIPTION: For recruited research across a variety of methods (online diary, in-person, survey, etc) participants are given the option to be shipped their favorite idea at the price listed. It's explained that the amount would be deducted from their incentive, instead of receiving a full incentive. After they decide, it's revealed that the product isn't available yet and won't be shipped.

KEY METRIC: Percentage of participants indicating willingness to trade their incentive and on which idea.

THE DETAILS
Recruited Test

Rigor

| 1 | 2 | 3 | 4 | 5 |

High Rigor

Time

| 1 | 2 | 3 | 4 | 5 |

Low Time Investment

Cost

| 1 | 2 | 3 | 4 | 5 |

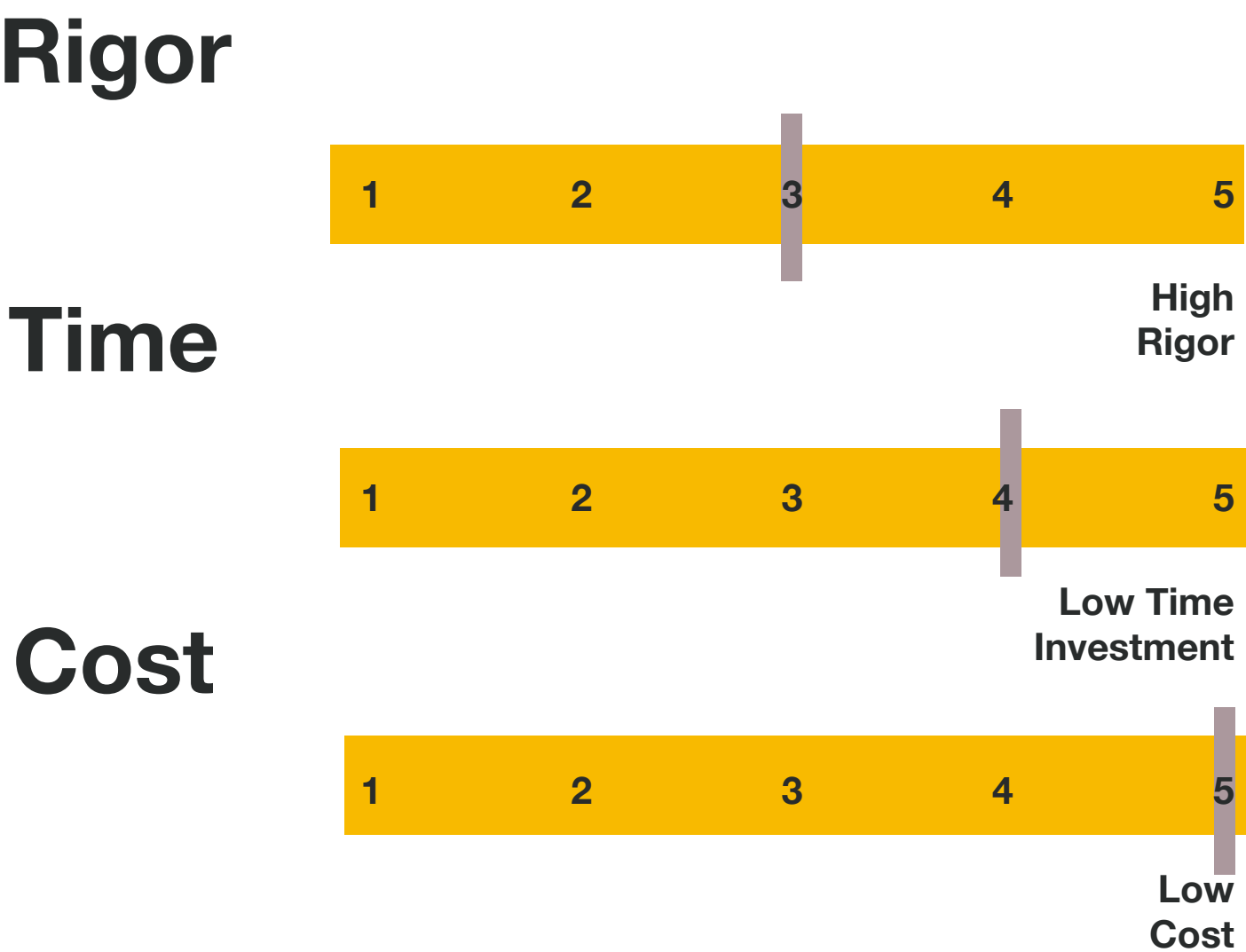Low Cost

✕ FACEBOOK/INSTAGRAM AD

ASSUMPTION TESTED: This test works for a variety of assumptions, but top applications include testing SKU appeal between multiple options and overall consumer desirability.

DESCRIPTION: Facebook profile is set up for a new brand and a specific ad campaign is launched. The ad can feature the new idea (to test desirability) or click through to product webpage with A/B options (to test SKU appeal). Because ads can be run with a multitude of stimuli, it's essential that the stimuli and campaign mechanics match the assumption tested.

KEY METRICS: Dependent on assumption tested; percentage of click-through or percentage willing to put email in for more info are common for desirability, for example.

THE DETAILS
In-the-Wild Test

Rigor

| 1 | 2 | 3 | 4 | 5 |

High Rigor

Time

| 1 | 2 | 3 | 4 | 5 |

Low Time Investment

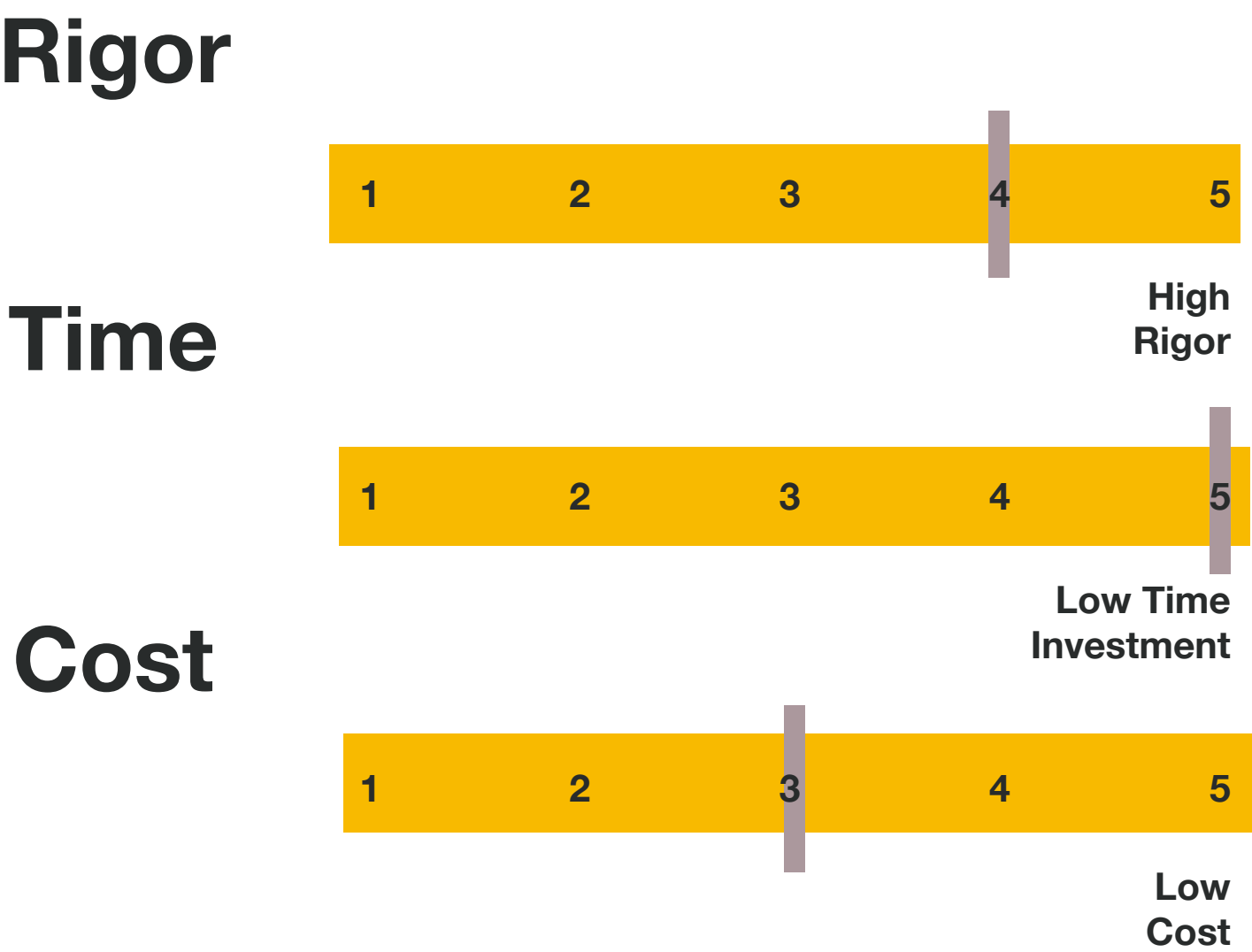**Cost**

| 1 | 2 | 3 | 4 | 5 |

Low Cost

✕ ON-SITE TRIAL

ASSUMPTION TESTED: Consumers will purchase the new idea after tasting.

DESCRIPTION: Recruited participants come on-site and taste/use the product and are given the opportunity to purchase in the moment. If the product is ready, participants can take it home for purchase. If not, it's explained that it's not yet available (see Trade Your Incentive Experiment Type). This test type doesn't require a high-fidelity prototype if the sale isn't actually being completed: have participants try existing analog products, repackaged or combined in new ways to get close to a prototype.

KEY METRICS: Percentage of participants indicating willingness to trade their incentive and on which idea.

THE DETAILS
Recruited Test

Rigor

| 1 | 2 | 3 | 4 | 5 |

High Rigor

Time

| 1 | 2 | 3 | 4 | 5 |

Low Time Investment

Cost

| 1 | 2 | 3 | 4 | 5 |

Low Cost

THE GARAGE GROUP

NIKE

P&G
Procter&Gamble

PEPSICO

Kellogg's

Campbell's

Abbott Nutrition

AMERICAN EXPRESS

BROWN-FORMAN

Pringles

curate.

Olay

Oral-B

KEURIG

LensCrafters

YANKEE CANDLE

CLIF BAR

STAPLES

Kao

MARS petcare

Charmin

Jergens

Crest

ZONEperfect

Kraft

Liberty Mutual INSURANCE

Lyft

Nationwide

K

PPG PAINTS

PediaSure

Tide

PURINA

Tredegar CORPORATION

Ore-Ida POTATOES

EVO

KOS USA

Cincinnati Bell

vantiv

always

Kimberly-Clark

Chick-fil-A

Reebok

SMUCKER'S

Nutro

Heinz

SeaPak

Lee

Justice

OUR TEAM IS OUR SECRET SAUCE

We are entrepreneurial leaders; experienced strategists with client-side experience; thinkers and pushers who care deeply about the very real strategy and growth challenges our clients face. We are meticulous about the quality of our work and are dedicated to constantly customizing, learning and evolving our approaches so we can help enable our clients to push boundaries in unprecedented ways.

✕

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