**Project Description**

Upon completion of the three focus groups, each team will have used this input derived from the participants to help improve upon the top 10 new product concepts. Based upon the screening model that Prof. Scott presented in class last semester, each team will now 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 of potential buyers for these new product concepts.

**Concept Testing Procedure**

The class will use the same concept testing methodology illustrated in Prof. Page’s 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 criteria: believable, unique, solves a problem, and would buy, set of questions to gather the reactions of all the respondents to the seven concepts.

Once your team has completed the data collection from the 100+ respondents, score each concept to determine the Buyer Score for that particular concept. This buyer score will be an index of the relative attractiveness of each concept to the respondents that can be used to help determine which concept(s) your team may want to go forward with into technical development. Hopefully, some of the 5 tested concepts will score higher than the 2 current product concepts.

Later on in the semester, this concept testing process will be repeated again (Assignment 19) with more refined concepts in order to get a more accurate estimate of the predicted trail rate for the developed new product.

**Project Requirements**

1. Prepare Quantitative Concept Test Survey.
2. Distribute to 100+ participants, and collect raw data.
3. Evaluate and score the data.
4. Present the results of the quantitative concept testing, inform the class which concept(s) have been selected/decided to develop into a new product platform for Pactiv.

**Due Date**

Tuesday, February 21, 2006