Our agile, templated needs identification solution helps you to Identify critical consumer needs and potential market gaps.

**Benefits**

- Identify the most important consumer needs and possible market gaps
- Develop needs with the strongest potential into new products or service ideas or concepts

**Access key metrics that are designed to deliver critical insights**

<table>
<thead>
<tr>
<th>Core Metrics</th>
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<tbody>
<tr>
<td>Relevance</td>
<td>●</td>
</tr>
<tr>
<td>Brand Fit</td>
<td>●</td>
</tr>
<tr>
<td>Distinctiveness</td>
<td>●</td>
</tr>
</tbody>
</table>

**Choose from**

- Believability
- Purchase intent
- Easy to understand
- Text highlighter/heatmap
- Like / dislike – open ends
- No limit on additional customer questions
Score Card & Analytics

- Results populate in real-time in our analytics tool as soon as your survey is launched
- KPI Scorecard consists of
  - Overall data
  - T2B Summary
  - Project Rank

Product Features

- Test up to 50 needs per survey
- Best-practice survey design and core metrics
- Sequential monadic (each respondent rates up to 5 randomised needs)
- Need Types – usually statements but can include images
- Minimum of 100 respondents per need
- Quota Balancing

Special Tools available: Text highlighter, Heatmap

Real-time insights from our integrated global panel of 36+ million
Quantitative and qualitative wrap-around
Powerful methodologies built-in