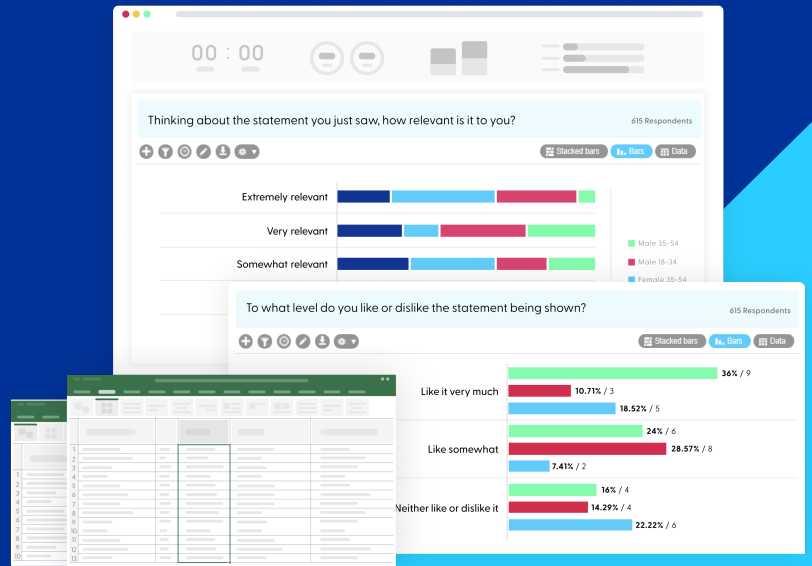# toluna*start

Needs Identification

Identify the needs with the strongest potential

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

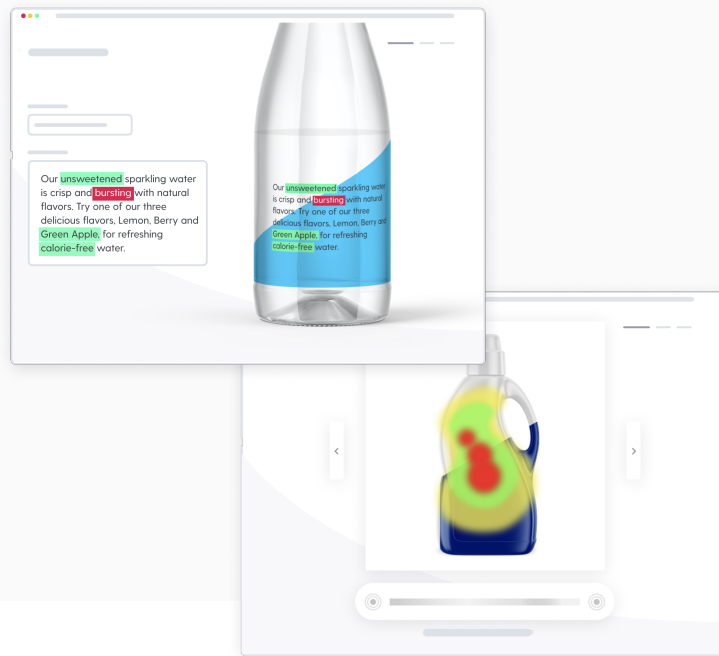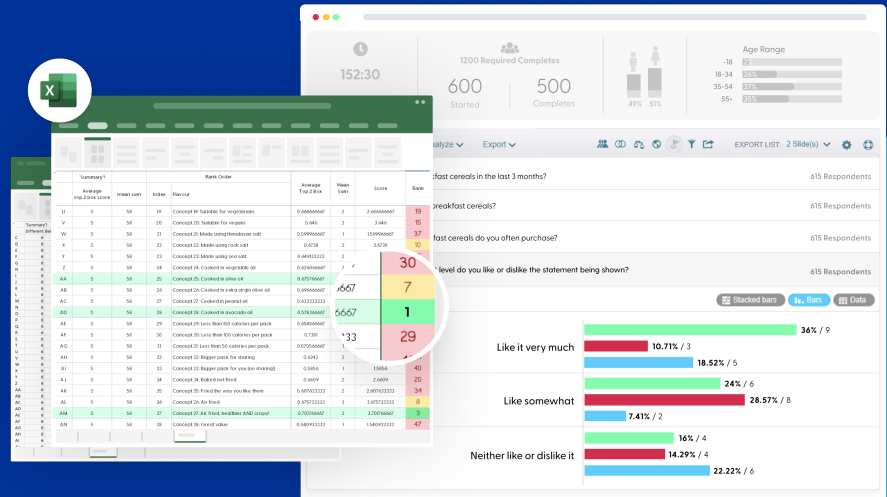| Core Metrics	
Relevance	●
Brand Fit	●
Distinctiveness	●
Choose from	
Believability	●
Purchase intent	●
Easy to understand	●
Text highlighter/heatmap	●
Like / dislike – open ends	●
No limit on additional customer questions	●

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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

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▸ **Real-time insights from our integrated global panel of 36+ million**

▸ **Quantitative and qualitative wrap-around**

▸ **Powerful methodologies built-in**

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