



**norstat**

# PRODUCT PILOT



# YOUR PRODUCT THROUGH THE EYES OF THE USER

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Product tests are an indispensable assessment, whenever the usage of a product can only be observed in a natural environment, needs to be documented over a long period of time or when the sensory experience of using the product is important.

## OUR PRODUCT PILOT HELPS YOU TO

- \\ explore potentials for further optimizing products
- \\ identify the key differentiators from the users' point of view
- \\ grow the sales of existing products
- \\ estimate the revenue potential and optimum price
- \\ preserve the profitability of your products
- \\ identify possible product line extensions

# A SOLID PROJECT PARTNERSHIP

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Product tests can vary considerably and require a lot of experience. We have all it takes to make your product test a success.

### **THE RIGHT TARGET GROUP**

It is important to have the right people and the right amount of people testing your product. We'll make sure they're available for your product test and willing to share their opinions and experiences with you.

### **METHODOLOGICAL EXPERTISE**

Depending on the product and the scope of your project, your study may require a very individual setup. We have helped hundreds of clients to successfully test their products, regardless what method they have chosen.



## OUR JOURNEY TO THE CONSUMERS' HOMES

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Norstat Product Pilot allows you to evaluate the usage of any product in the right context. The typical process of our in-home usage tests is as follows:



In addition, modern research techniques can deepen your understanding of consumers' product usage.

### **GET MOBILE**

A lot of the small but very important details about the usage of a product get easily forgotten when exploring the usage retroactively. Mobile research helps you to capture the genuine and integrated user experience in the moment or in a timely manner.

### **A SENSE OF COMMUNITY**

If the test runs over a longer period of time, it can be helpful to facilitate an online community of users where they can share the experiences with each other. To support the discussions, users can upload pictures and videos.



WANT TO FIND OUT MORE?  
GET IN TOUCH WITH US!

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## NORSTAT GROUP

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