

# Express & PopUp Products

- Identify Needs
- Idea Screening
- Concept Testing
- Product Optimisation
- Product testing
- Post Launch

Harris Interactive is a full-service, digital consultative market research agency that combines sector expertise with award-winning research design and industry leading technology to deliver critical market research solutions at top speed.

Our agile suite of Express (quantitative) & Pop Up products (qualitative) span across the innovation cycle delivering quality, easy, cost effective and quick insights. Customer centricity and time to market acceleration are at it's heart. This means you can make better and faster decisions and launch products and services that meet market needs, iteratively throughout the lifecycle.

## Qualitative

### harris popUPneed

Identify what the unmet needs are in the category, develop a precise description of the needs in consumer language for testing in **need express**.

### harris popUPidea

Takes the needs and turns them into idea statements and/or moodboards with input from consumers & your stakeholders (can also use co-creation workshop). Take strongly worded ideas into **idea express**.

### harris popUPconcept

Takes the ideas and turns them into concepts. Can use a co-creation workshop involving a visual illustrator. Concepts are taken into **concept express**. Post quant fine tune the winning concept(s).

### harris popUPpack

Tests packaging designs and checks they are easily understood prior to test in **packtest express**. Post quant fine tune the winning packaging design

### harris popUPchoice

Post **choice express** further understand consumer preferences in more detail and/or fine tune messaging around the product/service

### harris popUPprice

Pre or post **price express** to identify consumer pricing expectations and/or barriers to support pricing optimization.



## Quantitative

### harris needexpress

Identify the most important/relevant consumer needs with the best potential to develop into product/service ideas.

### harris idealexpress

Identify ideas with the highest appeal/ relevance, and have the best potential to develop into concepts.

### harris conceptexpress

Find a winning concept that is distinctive, credible, and drives purchase intent to be optimised for the market.

### harris packtestexpress

Validate packaging impact and fine tune the design, features, messaging, claims and price to create the optimum combination to drive shelf impact/sales on launch.

### harris choiceexpress

Optimal preference combination, using trade-off, to fine tune the offer to drive stronger purchase levels in market.

### harris priceexpress

Using Van Westendorp to determine an acceptable range of prices for a product or service to generate an optimal price point or Gabor Granger to determine the price elasticity

For further information please contact your usual account manager or call us on the number below:

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