SurveyNinja

Concept testing survey

9 questions. About 3 min to answer.

First impression

1. What is your first reaction to this idea? Required

The diagnostics

2. How appealing is this idea to you? Required

Choose one answer.

- ○ Very appealing
- ○ Somewhat appealing
- ○ Neither appealing nor unappealing
- ○ Not very appealing
- ○ Not at all appealing

3. How different is it from what's available today? Required

Choose one answer.

- ○ Completely different
- ○ Very different
- ○ Somewhat different
- ○ Slightly different
- ○ Not different at all

4. How believable is it that [Concept name] can do what it promises? Required

Choose one answer.

- ○ Completely believable
- ○ Very believable
- ○ Somewhat believable
- ○ Not very believable
- ○ Not at all believable

Need and purchase intent

5. How do you handle this need today? Required

Choose one answer.

- ○ I use a similar product
- ○ I use a free or homemade solution
- ○ I don't do anything about it yet
- ○ I don't have this need

6. If it were available today, how likely would you be to buy it? Required

Choose one answer.

- ○ Definitely would buy
- ○ Probably would buy
- ○ Might or might not buy
- ○ Probably would not buy
- ○ Definitely would not buy

7. How much would you expect to pay for it?

An amount in [currency]. A rough guess is fine.

Ideas and audience

8. What would you change or add to make it more appealing to you?

9. In your opinion, who is this idea for?

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/concept-test-survey

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