

New Product Concept Testing Insights Document

Product/Concept Name:

Date of Testing:

1. Objective

2. Methodology

1. Target Audience:

2. Sample Size:

3. Research Method:

4. Timeline:

3. Concept Description

4. Key Findings & Insights

1.

2.

3.

5. Customer Feedback

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6. Strengths

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7. Areas for Improvement

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8. Recommendations

9. Conclusion