

# Concept Testing

Marketing

Testing an idea before building it, and why stated intent overstates sales.

*Running and reading a concept test.*

## Practice

Show price alongside the concept

Test against the real alternative

Use a monadic design, not side by side

Ask what it replaces in their life

## Reading it

Definitely-buy overstates actual purchase

Compare to norms, not to zero

Look at the reasons, not only the score

A weak concept rarely improves in execution

Without a price, a concept test measures appeal, not demand. Appeal without price is close to meaningless.