Your guide to… Product testing

www.panel-recrutement.netetude.co.uk

Qualitative recruitment
throughout United Kingdom.

Product testing:
gathering precious information

Product testing can be conducted pre-launch to gauge consumer acceptance or post-launch with an aim to improve a product.

Working with Netetude

For product testing, Netetude recruits consumers according to your required profile. Consumers can be interviewed either at home or in meeting rooms throughout United Kingdom.

See also:

- Focus groups
- Indiviual interviews

Types of testing:

Single Test: Product testing by potential consumers and compared against similar products which consumers use for similar needs.

Comparative Test: product evaluation through advantage and preference comparison with another product.

Contact

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