

Scorecard on Concept Testing

- Did the article clearly explain concept testing and how it fits into product development?
- How well do you understand the definition of concept testing after reading the article?
- Can you describe how concept testing is used at different stages of product development?
- Did the article convincingly explain why concept testing is essential for product development?
- Do you feel persuaded about the importance of concept testing for reducing risks and validating ideas?
- Did the article provide compelling examples or case studies that illustrate the benefits of concept testing?
- How has your perspective on concept testing changed after reading the article?
- Were the steps in conducting effective concept testing clearly outlined and explained?
- Can you list and describe the steps necessary for successful concept testing as presented in the article?
- Were there any steps that you found confusing or unclear?
- Did the article provide practical advice on how to implement each step?
- Did the article discuss various tools and techniques that can be used for concept testing?
- Did you learn about new tools or techniques for concept testing that you were previously unaware of?
- How well were these tools and techniques explained in terms of their application and benefits?
- Are you confident about trying some of these tools and techniques in your product development process?
- Did the article include real-world examples or case studies that demonstrate the value of concept testing?

- How effective were the examples in illustrating the points made in the article?
- Did these examples help you understand the practical application of concept testing?
- Do you feel more inspired to apply concept testing to your projects after reading these case studies?
- Were the benefits and challenges of concept testing adequately covered in the article?
- Were you able to identify the key benefits of concept testing for product development?
- Did the article address potential challenges and provide strategies to overcome them?
- Can you identify specific actions or strategies you plan to implement based on what you learned?
- Was the advice practical and feasible for your situation?
- How motivated do you feel to start incorporating concept testing into your product development process?
- Was the article well-written and engaging?
- Did the article hold your interest from start to finish?
- Was the information presented in a clear and organized manner?
- Did you find the writing style engaging and easy to read?