

SAMI Concept Testing & Screening AI - Executive Summary

Concept Evaluation & Scoring

- Score concepts on uniqueness, appeal, strategic fit, feasibility, and scalability.
- Assess alignment with market needs and business objectives.

Quantitative Feedback Interpretation

- Analyze Top 2 Box scores, Net Promoter Score (NPS), and comparative metrics.
- Visual tools include 2x2 matrices and scorecards for concept prioritization.

Emotional Feedback & Open-End Analysis

- Decode emotional cues like delight, rejection, or indifference.
- Categorize open-ended feedback into emotional drivers, frustrations, and unmet needs.

Comparative & Competitive Analysis

- Run scorecard comparisons between concepts.
- Generate SWOT analysis and brand alignment audits.

Audience-Specific Screening

- B2B: Evaluate workflow alignment, buyer friction, and ROI potential.
- Consumer: Measure emotional tone, message clarity, and relevance.

Optimization & Iteration Support

- Recommend agile-style iterations for weak concepts.
- Suggest positioning tweaks for different segments or personas.