Required Assignment 6.1: Concept Testing for a New Product

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**Suggested time:** 120 minutes

**Inferences from Positioning Statements**

**New Product Concept**

*Nowadays, watching a movie in a theatre is very common in the urban population in India. Among these movie lovers, almost 20 to 30% population wear glasses. Due to technological advancements, nowadays, many 3D movies are being released. During the 3D movies, the spectators have to wear special 3D glasses. This is a major pain point for movie lovers who already have their specs. Wearing 3D glasses on top of specs is highly uncomfortable. There is a clear gap for this product in the market, as there are no other products that are easily available or are too expensive.*

*This presents an opportunity to position a lightweight, curved 3D shield as a comfortable, universal alternative for glasses and non-glasses users. A lightweight, curved 3D shield designed for use in movie theatres, worn like a face shield but positioned comfortably away from the face, allowing spectacle wearers to watch 3D movies without discomfort. The shield uses high-quality polarized film compatible with existing 3D cinema systems, offering clear visuals, comfort, and universal usability for all customers.*

**Research Design Framework**

1. Opportunity Cost/Development Risk Framework:
   * Chosen Approach: *MVP + Growth Hacking*
   * Justification:
     + *opportunity cost – As technology advances further, in the future number of 3D movies will increase significantly. Also, due to our modern lifestyle, the number of people wearing glasses is also going to increase. As there are no other significant products available in the market at the moment to address this issue, the opportunity cost is too high.*
     + *development risk – There will be technical challenges to develop a prototype that provides an equivalent or better experience than 3D glasses. Also, developing a new product that is compatible with the existing 3D theatre setup will be challenging.*
2. Firm Newness/Market Newness Framework:
   * Main Issues to Focus On:

*Moderate newness: customers are familiar with 3D glasses but not with shield-style glasses. There will be initial issues with adapting this new design. Wearing and removing them, storing them properly, and keeping them intact for longer periods could be a challenge.*

*Firm Newness: If launched under a new brand, we must build trust and perceived quality. Mostly, this product will be bought by theatres and will be provided to their customers. So, acceptability by the theatres will also be a big challenge.*

**Customer Research Plan**

1. Purchase Intent:

*The product can be made available in the movie theatres as a new option for 3D glasses. We can run a short video simulation before the movie to introduce the product to viewers. At the end of the movie, while collecting the product back from viewers, we can ask them to put the product in one of the buckets. Green bucket – if they liked the product and are willing to use it again. Red bucket – If they do not like the product. Optionally, we can ask them to fill out a feedback form (questionnaire) for the product, either online or offline.*

1. Purchase Frequency (if relevant):

*This product will not be frequently repurchased by the people directly, but may be purchased or rented by movie theatres.*

1. Additional Issues:
   * + *People will compare comfort vs. standard 3D glasses.*
     + *People will compare visual quality vs. the current 3D glasses.*
     + *Some people might have issues with hygiene and willingness to use shared shields.*

**Concept Test Questionnaire**

Sample Questionnaire:

1. Purchase Intent:

* *How likely are you to use this 3D shield instead of standard 3D glasses during a movie?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Very Unlikely* | *Unlikely* | *Not sure* | *Likely* | *Very Likely* |
|  |  |  |  |  |

* *Would you prefer to (Select any one):*
  + - *( )Rent this shield in theatres*
    - *( )Purchase it for personal use*
    - *( )Use standard 3D glasses*
    - *( )Not interested in 3D movies*
* *What factors would influence your decision to use this shield? (Text in max 100 words)*

1. Purchase Frequency (if relevant):

* *How often do you watch 3D movies in theatres?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Yearly* | *Quarterly* | *Monthly* | *Weekly* | *Never* |
|  |  |  |  |  |

* *If available, how often would you use/rent this 3D shield for your 3D movie visits?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Every time* | *Sometime* | *One time* | *Rarely* | *Never* |
|  |  |  |  |  |

* *What would be your main reason for this frequency of use? (Text in max 100 words)*

1. Additional Issues:

* *What features of this product are most appealing to you? (Text in max 100 words)*
* *What concerns, if any, do you have about using this 3D shield? (Text in max 100 words)*
* *If available for purchase, what maximum price would you consider reasonable to buy it for personal use?*

|  |  |  |
| --- | --- | --- |
| *<1K* | *1K* | *>1K* |
|  |  |  |

**Test Plan Explanation**

Test Plan Summary:

* The plan is to perform a concept test on a small group of users with 50–100 target customers (spectacle wearers and non-wearers) at a cinema lobby or during a 3D movie promotion, using a physical prototype and visual simulation of the curved 3D shield. The test plan includes 4 steps. The first step is to create a research design and develop a working prototype of the 3D shield. Second step, produce a video simulationto introduce the new 3D shield to the users before the movie. The third step is to gather an approximate quantitative customer opinion about the 3D shield by collecting the new 3D shield in either the Green or the Red buckets. The last step is to collect the filled questionnaires from the interested users to gather qualitative data.
* This research design will validate whether the curved 3D shield addresses a real market pain point effectively and if the market will adopt it.
* The structured questionnaire will gather quantitative data on purchase intent and frequency and qualitative insights on comfort, hygiene, and price sensitivity.
* Using the MVP + Growth Hacking approach, insights from this test will identify demand, pricing thresholds, and usability challenges, enabling rapid iteration of design and positioning while minimizing sunk development costs.