

> // THIS CHECKLIST IS PART OF THE INNOVATION EXPEDITION, BY GIJS VAN WULFEN. CHECK IT OUT ON [AMAZON.COM](https://www.amazon.com)



TESTING A NEW CONCEPT

Please circle to which extent the concepts meet the following five criteria.

<p>1. Recognition Do you recognize the customer situation and friction, mentioned in the beginning?</p>	<p>2. Clear Is the concept clear to you?</p>	<p>3. Attractive Is the concept attractive to you?</p>
<p>1. No, not at all 2. 3. 4. 5. Yes, 100 percent</p>	<p>1. No, not at all 2. 3. 4. 5. Yes, 100 percent</p>	<p>1. No, not at all 2. 3. 4. 5. Yes, 100 percent</p>

IN 5 QUESTIONS

4. Fits the brand

Does the concept fit the brand mentioned?

1. No, not at all
- 2.
- 3.
- 4.
5. Yes, 100 percent

5. Buy

Are you interested in buying the concept?

1. No, not at all
- 2.
- 3.
- 4.
5. Yes, 100 percent

Grade this concept on a scale from 1-10 (1 = very poor & 10 = excellent)

Positive aspects:

Negative aspects:

Suggestions for improvement: