

# Concept Testing Strategy

Use this tool to set up your social media adverts in a way that will reveal as much as possible about the desirability of your concepts and allow you to compare them. This tool helps you to distinguish which variables you will focus on.

Name of Proposition:

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<p><b>Concept Image</b> Add an image or illustrate your service here</p>	<p><b>User Hypothesis:</b> Who are the different people you assume will be your users?</p>	<p><b>Problem Hypothesis:</b> What are the problems you assume people will find significant?</p>	<p><b>Value Hypothesis:</b> What is the overall concept you assume people will value as a solution?</p>
<p><b>Primary adverts</b> Your primary advert for this concept will test these hypotheses by focussing on these elements in the advert design. This setup will be used to compare this concept against other concepts (Every primary advert for each concept will receive the same funding).</p>	<p><b>Primary User Hypothesis:</b> Who do you think will be your main user?</p>	<p><b>Primary Problem Hypothesis:</b> What specific element of the problem do you assume will be most compelling to your user?</p>	<p><b>Primary Value Hypothesis:</b> What attribute or feature do you believe will be most desirable?</p>
<p><b>Secondary adverts</b> You could run multiple adverts changing one of these variables from your primary advert each time so that you can see which variable has what impact on your conversion scores when it is advertised. This allows you to infer by comparison which user, which problem, which features are most compelling.</p>	<p><b>Other potential users:</b> Which other groups of people might be your user?</p>	<p><b>Other problem elements:</b> What other elements of the problem might people find compelling?</p>	<p><b>Other Valued Attributes/Features:</b> What other attributes or features might people find compelling?</p>