

**ARE YOU** ready for a real view of how your target audience uses and reacts to your new product?

To obtain the richest insight, it is crucial to understand how your consumers are using and feeling about your product in their natural environment on their terms.



*product***VUE**

## Presenting *productVUE*:

Quest's In-Home-Usage-Test (IHUT) tool designed not only to explore the quantitative metrics of satisfaction, usage, and purchase/re-usage intent, but also to provide an unbiased, consumer-generated view of the product in its authentic target environment. See your product through your target audience's eyes, and hear actual consumer commentary for a human perspective that adds depth to the data.

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### WHAT YOU GET

- Pre and post-usage product diagnostics
- Highlights from consumer-generated product usage videos – analyzed, edited, and summarized
- Forecasted volumetrics based on your distribution target size and awareness assumptions

### ACTIONABILITY

- Robust diagnostics on product performance (Appeal, Concept-Product Fit, Re-Purchase Intent, etc.)
- Specific improvement opportunities (regarding elements such as product, packaging, and usage directions)