gradient | Your brand strategy research toolkit

PRODUCT JOURNEY

Explore

Market Sizing & Analysis
Estimate the size of your potential market and assess its growth potential.
- How large is the market for your product?
- How much could it grow in the future?

Path to Purchase
Map out the key decision points along the customer journey from awareness to purchase.
- What are the key touchpoints that influence your customer purchase decisions?
- Where do most potential customers tend to drop off in the buying process?

Occasion & Demand Space Analysis
Understand the contexts in which consumers make purchase decisions about your product.
- On what occasions is your product most valuable to customers?
- Can your product fulfill an underserved or emerging need in the market?

Concept

Van Westendorp
Determine the price range customers find acceptable for your product.
- What do customers think is a fair price for your product?
- At what price is your product perceived as too expensive—or too cheap?

Gabor Granger
Test different price points to understand how price impacts purchase intent.
- How likely are customers to buy your product at different price points?
- What is the demand for the product at each price point and at what price point is revenue potential maximized?

MaxDiff/TURF Analysis
Prioritize which product features matter most to your customers.
- Which product features are most important to your customers?
- What combination of product features will reach the widest audience?

Kano Analysis
Identify which features are essential, desirable, or could cause dissatisfaction.
- Which product features are must-haves versus nice-to-haves?
- What impact do independent product features have on expected product satisfaction?

Develop

Prototype Testing
Refine product prototypes by gathering feedback.
- What do users like or dislike about your prototype?
- How can you improve your early-stage product?

Conjoint Analysis - Product Features
Identify the optimal combination of features for your product.
- What combination of features is most preferred by your target customers?
- Which product attributes have the most influence on purchase decisions? What is it important to "get right"?

Conjoint Analysis - Pricing Optimization
Maximize market share and expected revenue through price optimization.
- What are your customers willing to pay for a particular feature?
- What is the trade-off between market share and revenue?

Grow & Optimize

Product Usage & Satisfaction Tracking
Gauge the overall health of your product over time using key metrics.
- How aware are customers of different product features?
- Which product features are most recognized and valued by your customers? Which contribute most to customer satisfaction or dissatisfaction?

Product Positioning
Understand how your product is perceived relative to competitors in the market.
- How is your product positioned in the minds of consumers compared to the competition?
- What unique selling points differentiate your product from competitors?

A/B Testing
Continuously test different versions of your product or marketing to find the most effective approach.
- Which product features drive intent to purchase?
- Which marketing messages are the most effective in converting intent to actual purchase?

BRAND & AUDIENCE JOURNEY

Explore

Mindset Segmentation
Break down your market into distinct groups based on attitudes, behaviors, or other psychographic characteristics to target and communicate with them more effectively.
- What distinct customer segments exist in your target market? Which are most valuable to you?
- How can you tailor your marketing strategies to different customer segments?

Attitude & Usage
Profile current and prospective customer attitudes, preferences, and behaviors related to product usage.
- What are the prevailing attitudes and beliefs that users have toward products like yours?
- How often do customers use products like yours and for what purposes?

Competitive Benchmarking
Compare your established or emerging brand's products and services against those of competitors.
- How do consumers think your brand stacks up against competitors?
- What are the key strengths and weaknesses of your top competitors?

Concept

Conjoint Analysis - Message & Creative Ad Testing
Test different messages to see which ones resonate with your target audience.
- What combination of message elements and creative is most compelling to your audience?
- How do you formulate the most persuasive message campaign to maximize market potential?

Develop

Customer Journey Mapping
Highlight the emotions, pain points, and actions your customers go through while interacting with your company.
- What are the key touchpoints where customers interact with your brand?
- What obstacles or pain points do customers face during their journey, and how can they be addressed?

Conjoint Analysis - Message & Creative Ad Testing
Effectively communicate your value proposition through testing and refining your marketing messages.
- Which marketing message resonates most with your target audience?
- How well does the message communicate your intended value proposition?

Positioning Analysis
Find the best way to position your brand to appeal to your target audience.
- How should you position your brand to attract customers?
- How do you weigh your brand equities, value proposition, and competitive environment to strategically position your brand?

Persona Development
Understand your audience segments on a deeper level through rich customer personas using a mix of quantitative and qualitative methods.
- What makes your target segments really tick and how do you reach and connect with them?
- How do you get to know your distinct segments on a granular level?

Grow & Optimize

Brand Health & Equity Tracking
Identify opportunities for growth and improvement by monitoring and tracking your brand health.
- How strong is your brand health and what are your strongest brand equities? How likely would customers recommend your brand (NPS)?
- What is the relation between your brand equities and key funnel metrics such as consideration and purchase?

Brand Lift Analysis
Measure the impact of your marketing campaigns on brand awareness and perception.
- How much did your campaign increase brand awareness and consideration?
- Has the perception of your brand improved following the campaign?

Customer Lifetime Value & Churn Analysis
Identify high value customers and optimize your marketing strategies by targeting similar customer profiles.
- Who are your most valuable customers?
- What are key predictive drivers of high value customers, e.g., acquisition channel, demographics, and product purchase journeys?

List Experiments
Understand your audience's private opinions on sensitive topics.
- What potential risks or opportunities are *hidden* using traditional surveys?
- How will your marketing strategy *actually* land with your audience?

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