What is Proposition Development and Testing?

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Proposition Development and Testing, as explained by DJS Research Ltd.

Proposition development and testing, and similarly product development and testing, describes the research process undertaken to produce ideas for new or improved services or products, and the tests undertaken to gauge reaction to these original concepts in the marketplace. The act of developing and testing new concepts is generally undertaken to avoid the waste incurred by launching a product or service on to an unreceptive market. This research can also help identify key targets for the release of new products and test the responsiveness of current customers to a new offering. This is also known as market proposition development or market proposition testing.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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