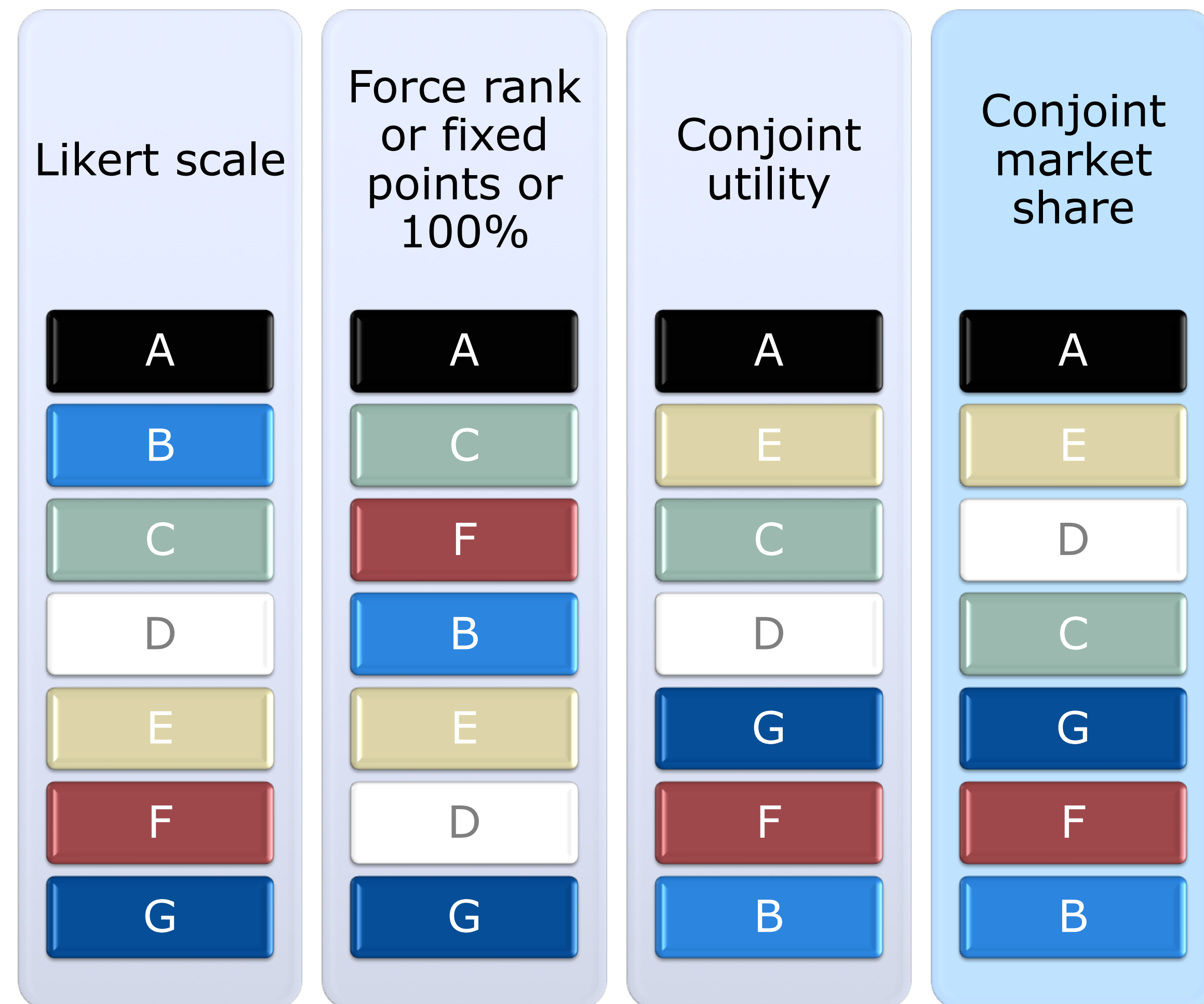


# Approach to Product Market "Triangulation"



Different approaches can be used to rank product concepts. Each method has tradeoffs. And each can miss the mark.

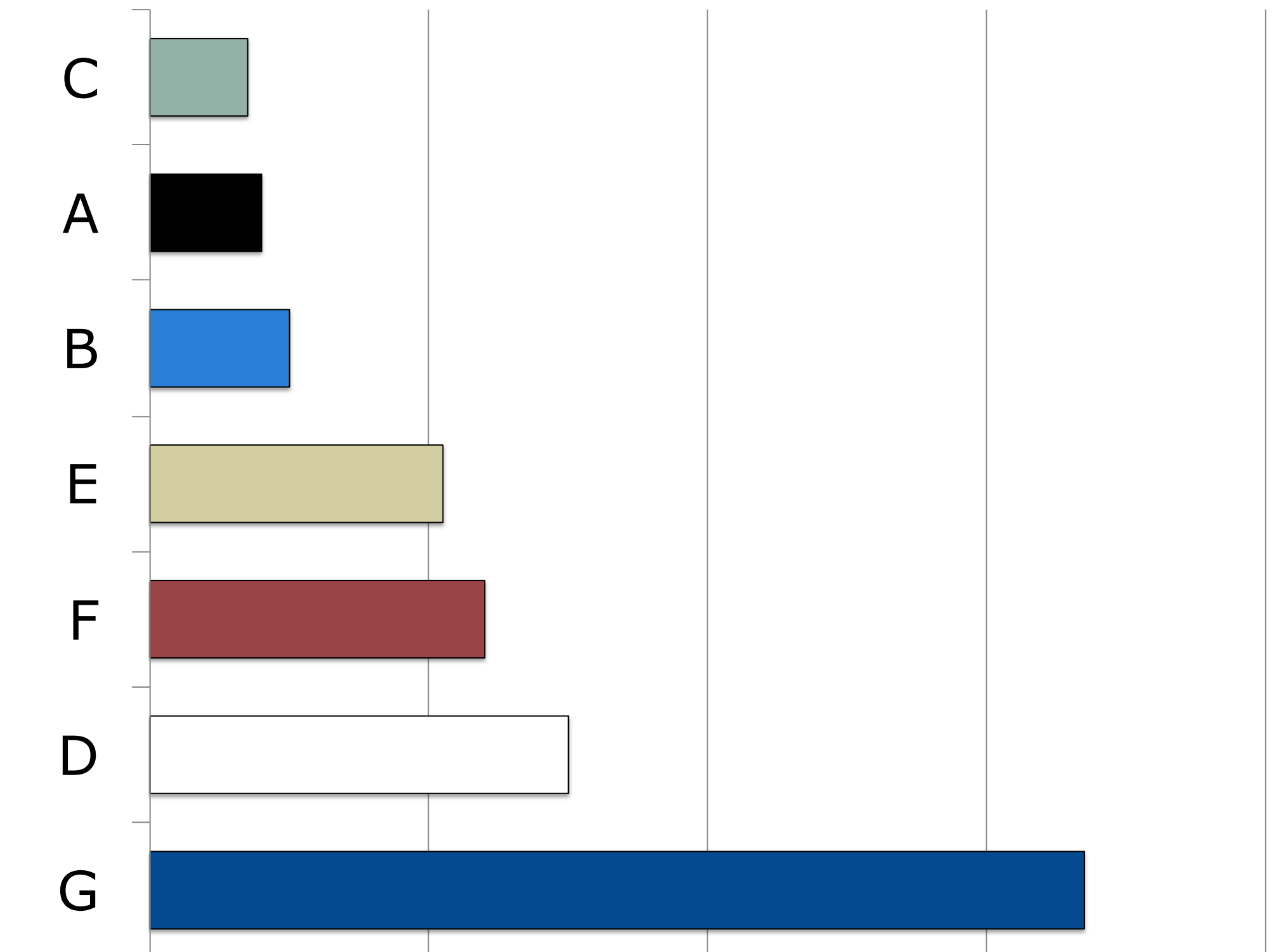
Using a variety can reveal robust product concepts.

In this context, to the left and right is a real example of 7 product ideas (diagnostic tests).

While in hind sight, A is almost not believably desired, the more interesting point is how the other concepts vary across studies.

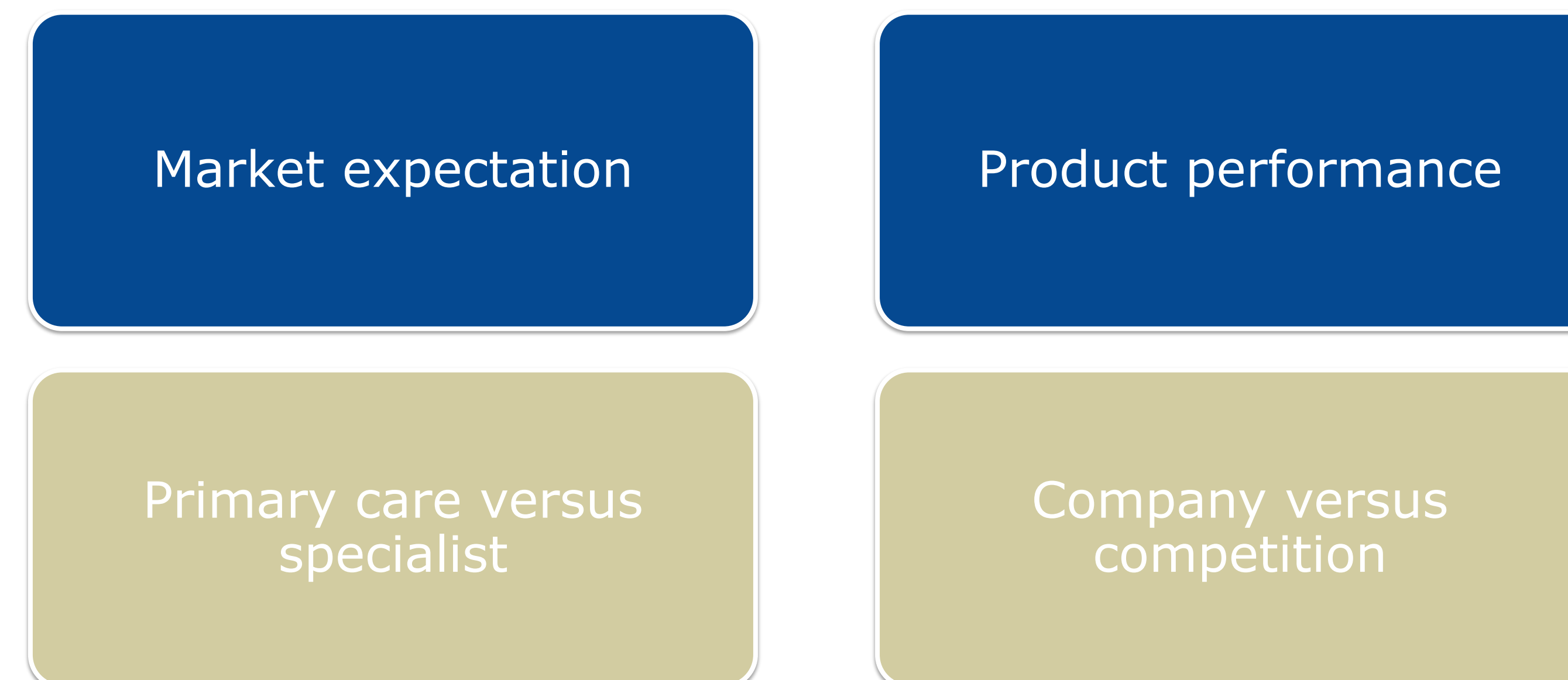
Specifically, either B or E could have been chosen as a product, especially if A had development issues. But neither B nor E is robustly wanted. Instead C would be the best back up idea.

Often not asked, but powerful.  
"What product would you **NOT** buy?"



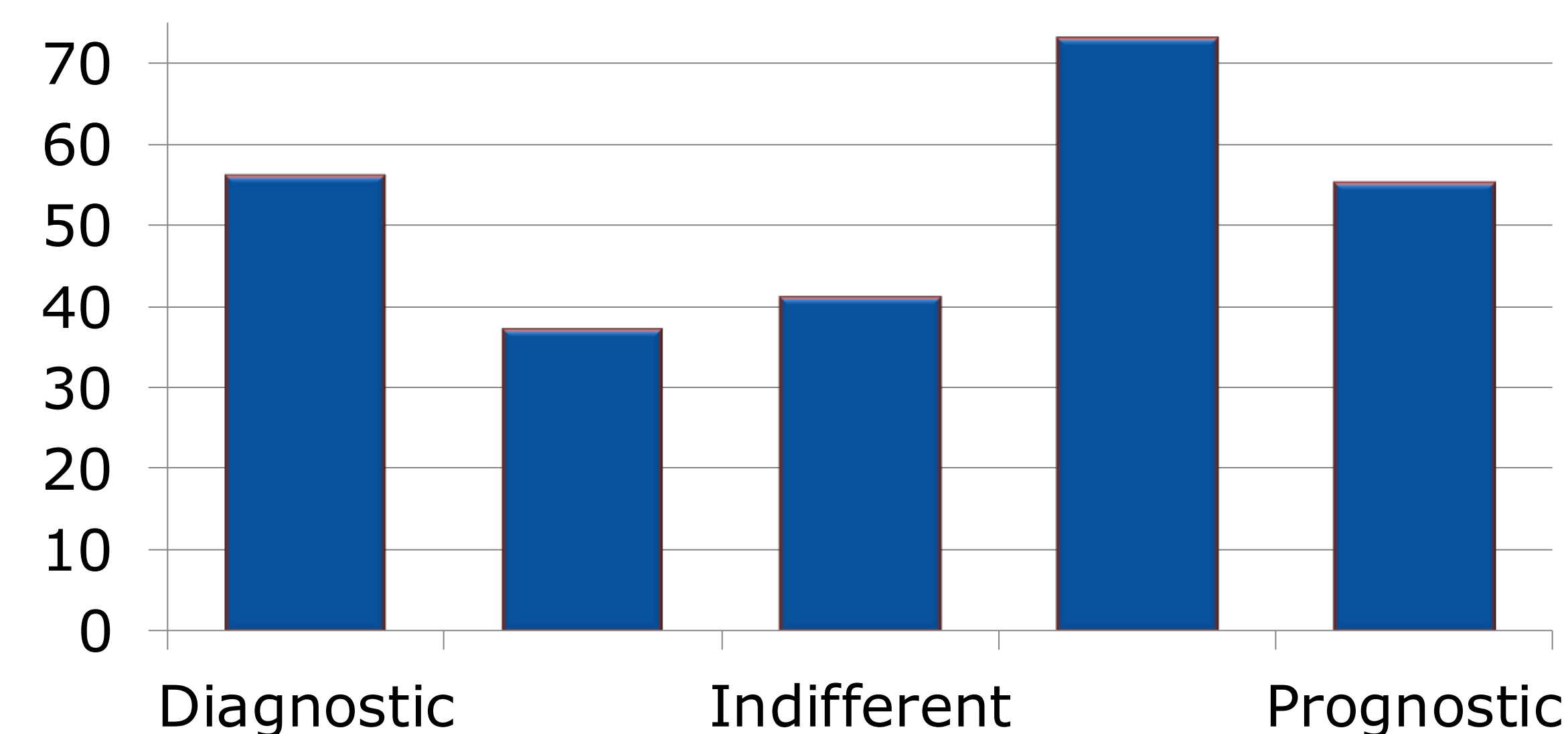
Moreover, there are not just market expectations, but for real-world products, limitations or additional features (e.g., to meet unspecified needs rather than desires). Also, competition and competitive response need to be incorporated.

In healthcare, idiosyncrasies exist, such as difference among primary care and medical specialties.



The various approaches

- Physicians were asked on a (Likert) scale, how much they liked a concept in isolation.
- Some doctors forced ranked the complete ideas.
- A conjoint analysis was done to identify the utility of various individual attributes.
- The conjoint analysis was also compared to competitive products.
- MDs were ask what they would *not* buy.



One last twist to mention.

- When analyzing the desired products by one quantitative aspect, diagnostic versus prognostic assay, there appeared to be little preference.
- However, during focus groups and subsequent follow up, there were strong opinions, differentiated by primary versus specialty care.
- Interestingly, the conflict illustrated respect for the other physician. A strong perception that they already had sufficient tools and capabilities.

	Diagnostic	Prognostic
Primary care	Prefer	Assume colleague has sufficient tools to treat
Specialty	Assume colleague has sufficient tools to diagnose	Prefer