



## Linking people for conclusive discussions

step		objective
1	Briefly introduce the Proposition Lab to the participants	Make participants feel comfortable
2	Ask them about their online shopping habits	Identify participants' characteristics
3	Give participants 5 minutes to visit the current website and ask them for feedback	Evaluation of current website
4	Show them images of a first template for the new concept, explain the thinking behind it, and ask for feedback	Acceptance and resistance re new concept
5	Present an alternative version of the concept and again ask for their feedback	Acceptance and resistance re alternative concept
6	Ask for overall recommendations for the concept	Overall reflective feedback

### Proposition Lab Case Study

**Proposition Lab is a virtual workshop in which we present the target group with a new concept illustrated in words, images, video, HTML, live website etc. and ask for feedback on the elements of the proposition via a real-time Synthetron discussion.**

**Synthetron has been used to test a new concept for a Dutch target audience in a predefined age group. The new concept is part of the multi-channel sales strategy of the company. Approximately 20 consumers in the targeted customer segment were invited to join the Proposition Lab session to review the developed concept.**

### Benefits

- ▶ **Interactivity** The workshop is fully interactive – as opposed to a questionnaire – and participants themselves filter the feedback based on relevance.
- ▶ **Increased reach** The target group can consist of people spread over a wide geographical area (nationwide or across a number of different countries) as participants can easily connect from their home/office via their PC and do not need to travel to a specific “meeting” location.
- ▶ **Larger scale** Unlike a conventional focus group, the discussion can accommodate a large number of participants (up to 200).
- ▶ **Time saving** The Synthetron approach saves time for both the participants and for the company since travel time is limited to a walk to the PC.
- ▶ **Lower costs** Costs are lower than traditional research, particularly in international projects.
- ▶ **Concept protection** Concepts are better protected: they are not sent to participants and are only shown on the PC screen for short moments.
- ▶ **Short project lead time** Quick turnaround shortens the project lead-time and accelerates the innovation cycle.
- ▶ **Modern image** Using Proposition Lab also projects an image of a more modern, innovative and “exciting” company.



## Reference

Frans Melenhorst, Manager Customer Marketing at Wehkamp, the largest on-line department store in The Netherlands:

“ We have used Synthetron Proposition Lab to test new concepts for specific target audiences.

Synthetron enabled us to have an on-line workshop with over twenty participants reviewing the new concept, giving insights into how to develop the concept further. This was done much quicker than with traditional research, with a better geographical spread, cheaper and in a multitasking environment. ”



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## Technical

Proposition Lab combines a web conference tool (Microsoft Live meeting or Webex) with the Synthetron discussion platform. Depending on the requirement, it is possible to show pictures or film and let the participants surf the web. Feedback on the proposed idea or concept is collected via Synthetron. For the user this is a fully integrated experience. The workshop can switch from concept to feedback several times so that each element of the concept can be shown and discussed separately, by following a pre-defined script and results can be collected for each element of this script.

## Applications

Proposition Lab can be used for testing concepts for:

- ▶ existing or new websites/  
web shops/customer interface screens
- ▶ advertising campaigns
- ▶ stores lay-out
- ▶ organisation structures
- ▶ products or services

This workshop was set up in collaboration with a number of partners.

**Interview NSS**, one of the largest Dutch research firms identified respondents from their online database.

**KPN**, the largest Dutch telecom operator with whom we have launched Synweb, a powerful combination of a web meeting (Microsoft Live meeting) and an integrated Synthetron feedback session.

Apart from the direct feedback that our Proposition Lab client received and the opportunity to pose questions in real-time during the Proposition Lab discussion, the outcome is a report that gives insight into the acceptance, resistance, Key Success Factors and conditions for the new concept. This has helped to improve the concept prior to investing resources into development.

You may be curious to see what a Synthetron discussion looks like. Check it out at: <http://www.synthetron.com/animation/en>

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