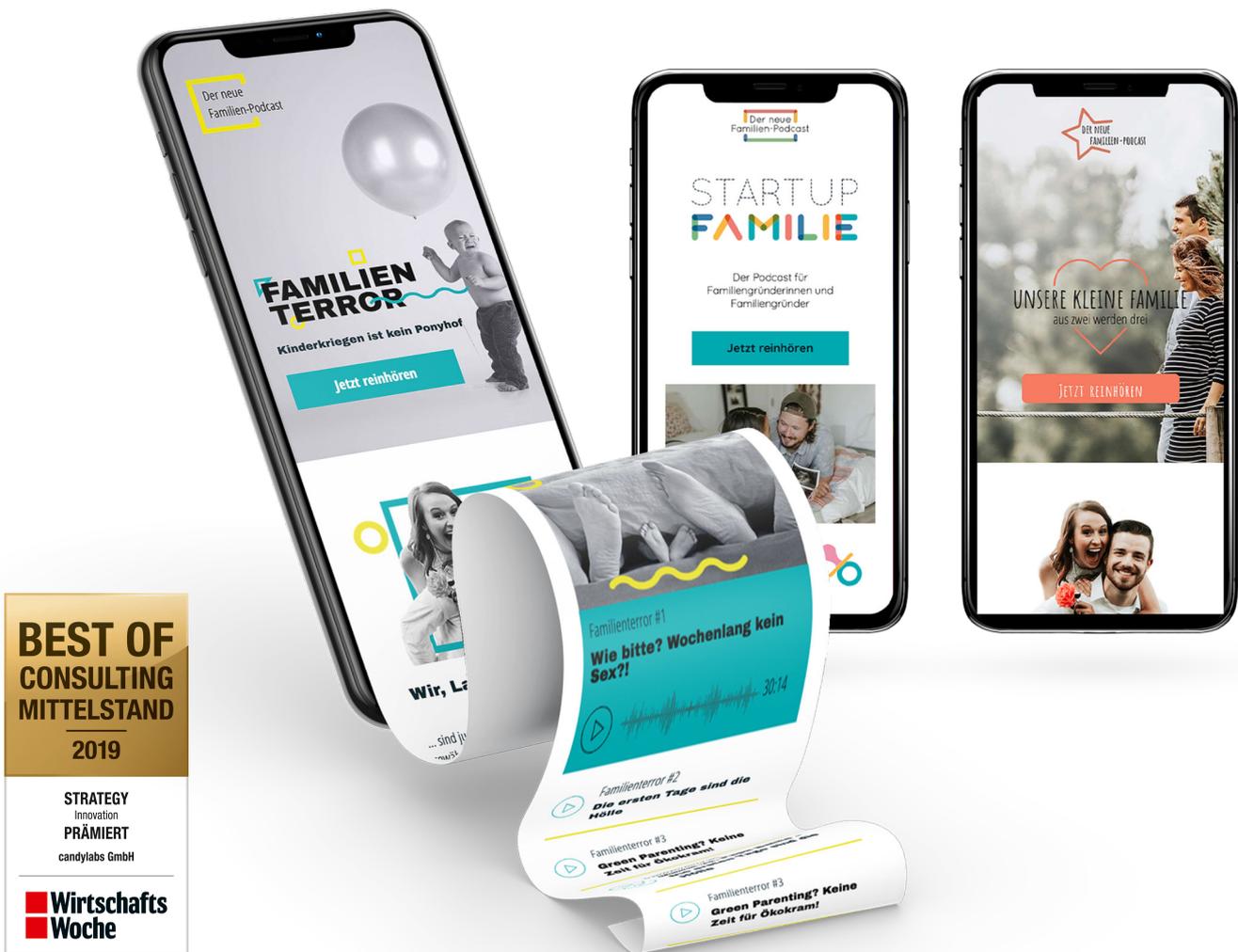


# HORIZON



## Case Study — Validating Innovation Ideas

# From three product ideas to the most demanded product in one week

After running customer demand tests pre-prototype in Horizon, we provided our customer (operating in the German market) with real customer demand data for three imitation products in order to make a robust product development decision.

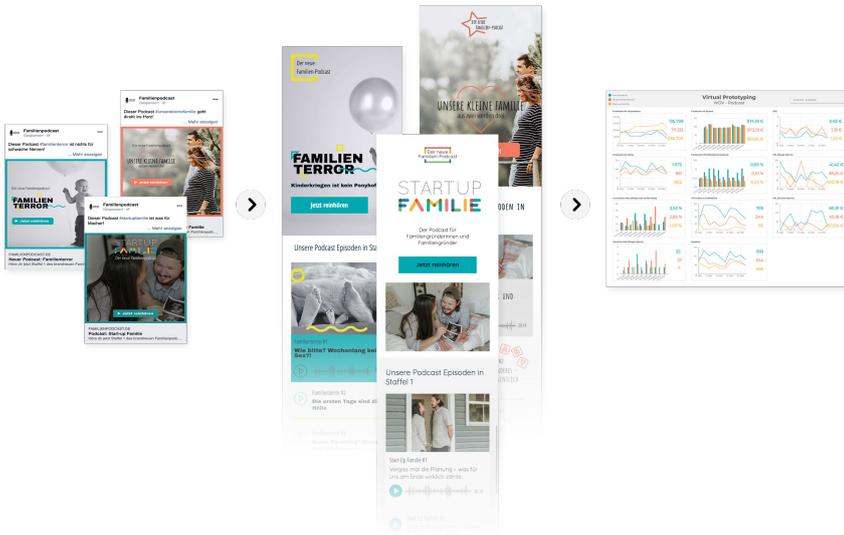
## Challenge

Our client identified several relevant business opportunities in the ideation process. The topic 'podcast' was prioritized. Three of the product concepts were qualitatively tested with focus groups. A clear favorite emerged in the process. This was to be quantitatively tested and validated before product development.

## Real customer demand data through Horizon

To quantitatively check the relevance of all three products based on real customer demand data, a test with Horizon was performed. The intention behind the method is to create a realistic landing page that imitates a finished product to give users the feeling that the product already exists. The process for validation was the:

- 1 Development of landing pages that showcase 'real' podcasts for all three ideas
- 2 Execution of paid advertising campaigns in the target group with intelligent tracking of relevant data through Horizon (especially to measure customer intention to listen to a podcast)
- 3 Provision of a live dashboard to visualize and analyze the performance of all relevant test KPIs throughout the project team



## Successes - from uncertainty to clarity.

Achieving a clear-cut result based on real customer demand data within a few days:

The most important metric to measure the user's demand was the conversion rate for the Call-To-Action "play the podcast", which was 277% higher than for the other favorites identified in the qualitative interviews, making it a solid winner. All KPIs in the test also confirmed this outcome. This result enabled our customer to make an investment decision with confidence, and above all, avoid putting the wrong product into development.

## Key insights into Horizon

### Main area of function

Validation of new business opportunities using real customer demand data.

### Customer reaction instead of opinion

Horizon measures the unbiased reaction of a customer to the product idea in a data-based manner and eliminates opinion-based validation, bypassing a "confirmation bias".

### Full focus on implementation

Test ideas for traction in the target market for 1-3 weeks. Result: Clear investment decision-making for or against the product idea.

*"This much is clear: without Horizon, we would just have the wrong product in development".*

Florian Schipperges - Manager & Product Developer wldmr (wdv Group)

## Want to know more?



**Daniel Putsche**  
Founder & CEO

daniel.putsche@gethorizon.net  
+49 69 348790 320

[www.gethorizon.net](http://www.gethorizon.net)