

As a member of the Steinbeis Foundation, we are pacemakers for our customers' innovations. Our aim is to create a profound understanding of perception and decision-making processes in different markets.

Smoke Test

Challenge

If the result of a product development or innovation process has already figured out which product/concept/service idea should go into development, but the clear direction is still missing or the concrete question of market acceptance has not been clarified, smoke tests can be used. Smoke tests were originally used in instrument construction and craftsmanship to check whether the systems are working again after repairs. In the area of software development or in other product development processes, the idea of smoke tests was adapted to ensure that a new product or concept idea does not fail at the outset or that possible weaknesses can be identified in an early phase of the product life cycle.

Solution Approach

At a time when neither prototypes nor serial products are available, we confront the potential target group with a „solution on the drawing board“ in a smoke test and determine to what extent there is a willingness to use, buy and pay for the concept.

Implementation by ISM

We use existing customer information material for product and service concepts and develop professional communication documents and product-related storytelling approaches that suggest the imminent market launch or existence of the new product. We conceive and organise a field study, identify potential customers, e.g. in the B2B sector, arrange appointments with them to present the products and test the market acceptance of new innovations with them in a real case setting. We have had particularly good experiences when our customers' employees are directly involved in the field work of the smoke tests. A smoke test is often carried out in several rounds, after each round adjustments are made to the product/concept/service idea and the updated version is examined in a further round.

The collected data is consolidated by us, analysed and prepared for management, so that a concept is checked for its marketability and recommendations for action can be derived for a market launch.

Reference

We use instruments from theory and science on the one hand, but enrich them with our extensive expertise from years of project and practical experience in various industries. Most recently, we successfully conducted smoke tests with Robert Bosch GmbH.

Contact

Our scientific director Prof. Dr. Marc Kuhn or our project managers Prof. Dr. Österle and Kerstin Kron will be happy to answer your questions.

kuhn
@steinbeis-ism.de

oesterle
@steinbeis-ism.de

kron
@steinbeis-ism.de