



# Value Proposition Testing

Establishing Market Readiness

# Value Proposition Testing: Establishing Market Readiness



## A quantitative look at what resonates and drives platform user satisfaction.

### THE CHALLENGE

One of the world's largest software platform providers asked Vega to drive a significant research project measuring and qualifying the relationship between the stated value proposition and satisfaction. The client further wanted to test a number of new value concepts to more clearly establish the most effective product strategies going forward.

### THE PROCESS

One of Vega's top researchers was deployed to help manage research design, vendor selection, and overall project management across 4 major areas:

- PSAT research for a new software platform
- On-going PSAT research for the current "in market" platform
- Value proposition research for the new platform (specifically concept & use)
- Overall market readiness.

Each research component was performed on a strict timeline to ensure that the results would inform various product and marketing activities. Specific actions included preparing and managing the RFP process, assisting in the selection of research vendors, working with the client on vendor reports, and managing on-going product satisfaction research already underway.

### VEGA DELIVERS

Despite tight timing, the Vega consultant successfully managed the quantitative value proposition project and all other research to completion. The results measured satisfaction, tied satisfaction back to the value proposition, and tested a number of new concepts and uses which positioned the client for success.

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