**Idea Refinement**

**Recommended Study Name:** Idea Refinement **[INSERT CONCEPT]**

**Objectives:** Make sure you have a winning idea for your shoppers – determine product relevance. Refine and optimize ideas early-on in the innovation phase by fostering discussion and feedback on existing ideas.

**Email Invite**

**Subject:** Can you improve on this?

Hi **[%Name%]**,

We are going to show you a new idea and then ask you to help us improve it. Keep in mind that this is a rough idea, so this is the best time to make it better.

**Click here** to get started. Or, copy and paste this link into your browser: **[%Link%]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy!

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Idea**

**Question Type:** Instructions

Who sees this question? All members

Here is the [PRODUCT/ SERVICE/ OFFER] that we would like you to consider.  Please read it carefully before continuing.

**[INSERT STATIC VISUAL OF IDEA]**

**[Q2] Adoption**

**Question Type:** Single Choice

**Who sees this question?** All members

Would you **[RELEVANT WORDING - BUY/ USE/ TAKE ADVANTAGE]** this **[PRODUCT/ SERVICE/ OFFER]**?

Click here to review idea again [LINK TO VIEW IDEA AGAIN IS SHOWN TO MEMBERS]

Definitely would

Probably would

Might or might not

Probably would not

Definitely would not

**PRO-TIP: Including price points in Q2 will increase accuracy of results.**

**PRO-TIP: Use this question as a possible shareback to the community.**

**[Q3] Impact**

**Question Type:** Single Choice

**Who sees this question?** All members

How does offering this [PRODUCT/ SERVICE/ OFFER] impact your perception of [BRAND]?

Click here to review idea again [LINK TO VIEW IDEA AGAIN IS SHOWN TO MEMBERS]

It has a positive impact

It has no impact

It has a negative impact

**[Q4] Like**

**Question Type:** Single Choice

**Who sees this question?** All members

Which statement best describes how much you like or dislike this **[PRODUCT/ SERVICE/ OFFER]**?

Click here to review idea again [LINK TO VIEW IDEA AGAIN IS SHOWN TO MEMBERS]

Like extremely

Like very well

Like quite well

Like somewhat

Like slightly

Not like at all

**[Q5] Likes**

**Question Type:** Highlighter

**Who sees this question?** All members

Highlight the words, phrases or images that you like in **this** idea.

**[INSERT STATIC VISUAL OF IDEA]**

There is nothing I like about it **[EXCLUSIVE CHECK-BOX]**

**[Q6] Why Like Idea**

**Question Type:** Open End

**Who sees this question?** All members that highlighted something in Q5.

What do you like about this idea?

There is nothing I like about it **[EXCLUSIVE CHECK-BOX]**

**[Q7] Why Likes**

**Question Type:** Open End

**Who sees this question?** All members

What do you **like** about this idea?

**[IDEA IS SHOWN TO MEMBERS AGAIN]**

There is nothing I like about it **[EXCLUSIVE CHECK-BOX]**

**[Q8] Dislikes**

**Question Type:** Highlighter

**Who sees this question?** All members

Highlight the words, phrases or images that you **dislike** in this idea.

**[INSERT STATIC VISUAL OF IDEA]**

There is nothing I dislike about it **[EXCLUSIVE CHECK-BOX]**

**[Q9] Why Dislike Idea**

**Question Type:** Open End

**Who sees this question?** All members that highlighted something in Q6.

What do you dislike about this idea?

There is nothing I dislike about it **[EXCLUSIVE CHECK-BOX]**

**[Q10] Dislikes**

**Question Type:** Open End

**Who sees this question?** All members

What do you **dislike** about this idea?

**[IDEA IS SHOWN TO MEMBERS AGAIN]**

There is nothing I dislike about it **[EXCLUSIVE CHECK-BOX]**

**[Q11] Improvements**

**Question Type:** Open End

**Who sees this question?** All members

Is there anything you would do to make this idea more appealing?

Click here to review idea again [LINK TO VIEW IDEA AGAIN IS SHOWN TO MEMBERS]

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Thanks so much for your time to let us know your thoughts about **[PRODUCT/SERVICE/OFFER]**.

We really appreciate the feedback and look forward to hearing from you again soon.

Thanks again!

**[COMMUNITY NAME]**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**