



Planning Your Proof of Concept

To develop the Proof of Concept (POC) takes careful planning and dedication to a pre-defined goal. Below are five steps that will guide you through the POC process. Also make time to access the resources in the Sources list at the end of this worksheet.

Step 1: Define Your Goal

What specific problem or need are you addressing?

Consider 5 Types: 1. Purchase intent testing

2. Product development concept testing

3. Advertising and campaign testing

4. Logo testing

5. Naming testing

Step 2: Plan Your Scope

Which core functionality or feature will the POC focus on?

Step 3: Select Tools and Methods

What technology or resources will you use to build and test your POC?

Step 4: Identify Success Metrics

What criteria will determine whether the POC is successful (e.g., technical feasibility, customer interest)?

Step 5: Test and Refine

What feedback will you collect, and how will it influence your next steps?

Sources for Further Reading

1. LoopPanel. (2023). Real_World.Concept.Testing.Examples.That.Turned.Products.into.Wins. Retrieved from <https://www.looppanel.com/blog/concept-testing-examples>