



*True Insights.
Smart Research.*

Behavioral Testonomics **Leveraging Human Behavior** **to Uncover Future Needs**

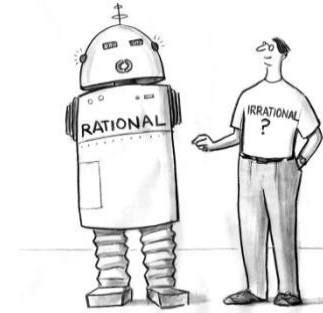


Influencers/Distracters



Unrealistic Traits of Human Behavior

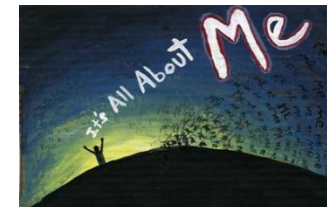
- Unbounded Rationality



- Unbounded Willpower



- Unbounded Selfishness



Move from Respondents to Partners

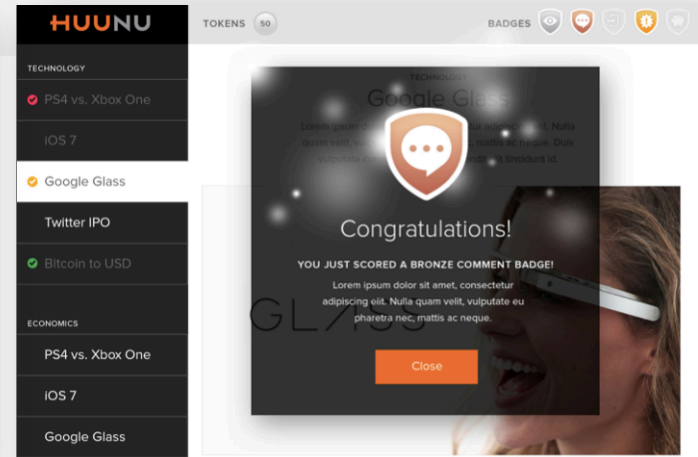
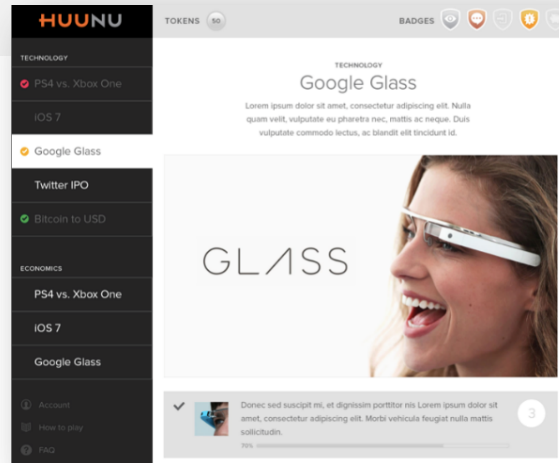
Prediction Markets

Features:

- Move from “Me” to “We”
- Outcome focused
- Self-selection
- Group judgments

Results:

- Clear differentiation between ideas
- Elimination of overstated purchase intent
- Reinforcement of key driving attributes
- Opportunities for product enhancement





*True Insights.
Smart Research.*

For more questions, contact:

John Barrett

Vice President, Sales

john@consensuspoint.com

615-250-6612- O

770-330-8506- C

Resources:

www.consensuspoint.com

www.huunu.com/markets