Behavioral Testonomics
Leveraging Human Behavior to Uncover Future Needs

BMF2015
Presented by GreenBook
Influencers/Distracters

- Anchoring
- Mental Accounting
- Over Confidence
- Loss Aversion
- Herd Behaviour
Unrealistic Traits of Human Behavior

- Unbounded Rationality
- Unbounded Willpower
- Unbounded Selfishness
Move from Respondents to Partners

**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

**Prediction Markets**
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