

## Product Testing for Performance Running Jacket



\*Actual jacket not shown.  
Sample image only.

### Challenge

A clothing and footwear brand came to us to discuss a new running jacket. The team needed to understand how the product's new technology appeals to customers, including overall liking and purchase intent. In addition, the team looked to learn how the jacket measured up to other competitors and how customers perceived its durability in comparison.

### Solution

Highlight's team got straight to work helping this large clothing brand test with

- 36 samples sent to Highlighters
- 8 weeks of regular use with documentation of conditions
- 4 extensive surveys every two weeks
- 97% completion and product return rate

### What We Delivered

We set up 4 surveys for 2-week intervals of use, these included:

- Documentation (including video and photo) of every run and the weather conditions, specific attributes consumers liked and disliked, purchase intent over the study, and more.
- Instant access to a live dashboard of results coming in throughout all 8 weeks.
- Understanding of key drivers of interest and product fit among different demographics through a post-trial detailed report.

## Visual Timeline

See the process from start to completion.



Project  
kickoff



Consumer  
recruitment



Jackets  
delivered



Fieldwork  
begins



2-week  
assessment  
(questionnaire)



4-week  
assessment  
(questionnaire,  
photo, & video  
feedback)



6-week  
assessment  
(questionnaire)



8-week  
assessment  
(questionnaire,  
photo, & video  
feedback)



Jackets  
returned



Data analysis &  
video highlight  
reel creation



Report share-out  
to project team



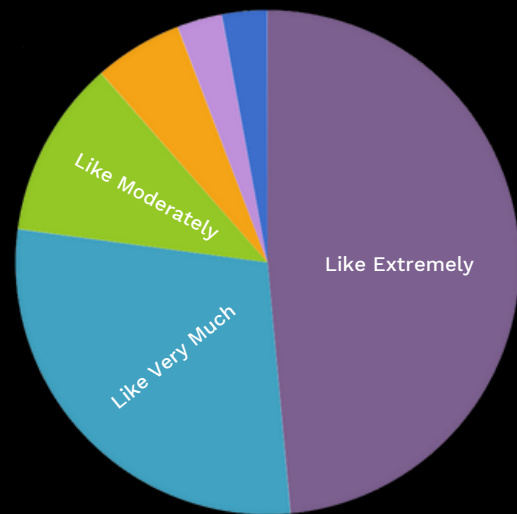
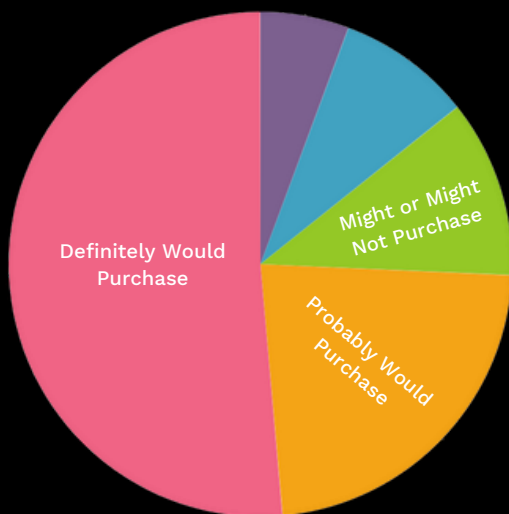
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## About The Testers

- 100% Female
- Ages 18+
- Outdoor runners at least 2x/week (min. 30 minutes per run)
- Use running jackets regularly
- Variety of sizes

By the end of the study, 73% of participants said they would purchase the jacket.

By the end of the study, only 2 of 36 participants said they disliked the jacket at all.



Curious how we can drive the same results for you?

Reach out for a demo, and get testing:

[REQUEST DEMO](#)

