

> TEST BANK 7

This series of test questions, created for use with your students, provides short answer, multiple-choice, true/false, and fill in the blank questions based on the text and arranged by chapter. A separate answer key is available.

CHAPTER SEVEN: INSIGHT, STRATEGY, AND INNOVATION

- 1 What is ideation?
- 2 List the four distinct stages of the ideation process.
- 3 What does a trend report need to do?
- 4 Explain what happens at the second stage of the ideation process.
- 5 What is the purpose of a trend funnel?
- 6 For each of the following six trend funnel zones briefly outline the main purpose/focus of each zone:
 - Trend identity
 - Trend drivers
 - Typology/target consumer group
 - Aspirational touch points
 - Trend location
 - Brand/product/retail opportunities
- 7 Explain what is meant by a defensive product concept and an offensive product concept.
- 8 Briefly explain what happens at the third stage of the ideation process.
- 9 What is the purpose of an opportunity cartogram?
- 10 For each of the following seven opportunity cartogram zones briefly outline the main purpose/focus of each zone:
 - Brand/product/concept
 - Concept mood boards
 - Target market
 - Visual consumer profile
 - Product universe
 - Product landscape portrait
 - Product essence and tag line
- 11 What happens in the final stage of the ideation process?
- 12 The process of field testing a product is known as _____.