



# The Death of Classical Monadic Designs – A Self-Learning Algorithm for Concept Testing

Monadic Designs are the gold standard in concept testing. However, they tend to become costly and time-consuming. Our adaptive algorithm comes with the advantages of monadic designs and adds the power of intelligently distributing sample during field. Thus, concept tests can be conducted more efficiently.

## Key benefits of the algorithm



### Significance

More information for top concepts



### Flexibility

Possibility to test more concepts, items, etc.



### Speed

Reaching the goal in less time



### Feasibility

Even when dealing with hard-to-reach target groups