

CROWD TEST REPORT · PRODUCT CONCEPTS

# ParcelNest

Three smart delivery box concepts,  
tested on 10,000 simulated shoppers

Secure

Auto-lock  
after delivery

App-connected

Real-time  
notifications

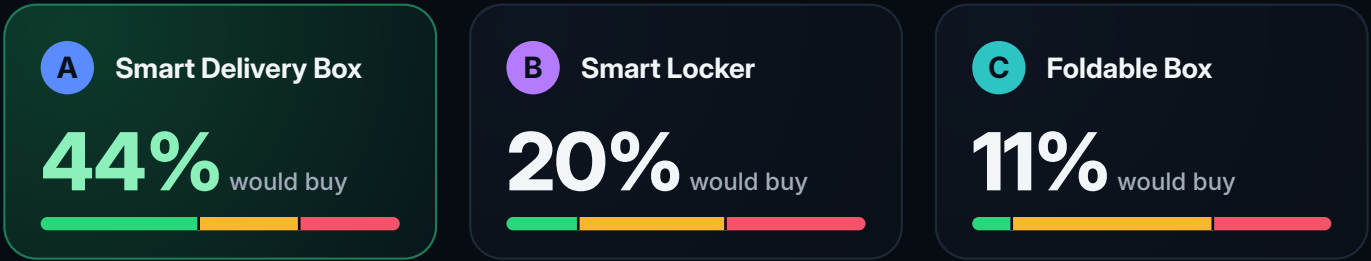
Compact

Perfect for  
home porches

ParcelNest

Smart delivery box for modern homes

VERSION A · HIGHEST



|          |                                                                     |
|----------|---------------------------------------------------------------------|
| AUDIENCE | US adults: renters, homeowners, online shoppers, busy professionals |
| TESTED   | 3 versions, same price (\$119), same 10,000 simulated shoppers      |
| REPORT   | ST-7Y52RR · October 14, 2026                                        |

EXECUTIVE SUMMARY

# Decision summary

The answer in one page.



STRONGEST VERSION

Version A · Smart Delivery Box

44% would buy

Others: B 20% · C 11% · Same price, same shoppers



Best audience  
Young urban professionals  
25-35

98% would buy Version A



Main objection  
Price

59% of 5,643 non-buyers cite price



Surprise: renters  
2 of 1,104 renters would buy

Any version · 45% maybe for C



Next experiment  
Small ad test

An idea to check with real people



## What this means

- ✓ 5,607 of 10,000 shoppers (56%) would buy at least one version.
- ✓ Strongest pull for A: Young urban professionals 25-35 (98%) and Tech gadget enthusiasts 24-45 (98%).
- ✓ Renters are a stated target, yet only 2 of 1,104 simulated renters would buy any version. Price is their main reason.
- ✓ Version C has its own niche: Young couples 26-38 (98% would buy C).

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AT A GLANCE

# The verdict in numbers

Scorecards for the three versions, then the overall call.

OVERALL CALL

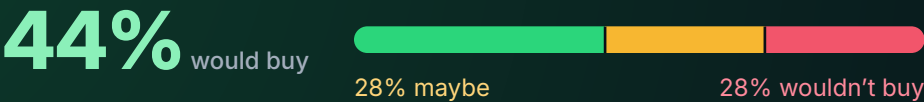
AI HYPOTHESIS

Promising: validate with real customers



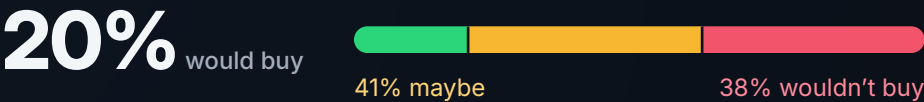
## #1 Version A · Smart Delivery Box

Compact doorstep box: auto-locks after delivery, app alerts.



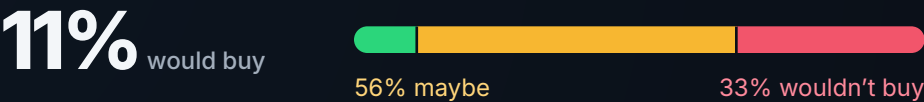
## #2 Version B · Smart Locker

Tall premium locker with two locking compartments.



## #3 Version C · Foldable Box

Folds flat like a case, opens into a locking box. No install.



WHERE EACH VERSION DID BEST

SIMULATED

A

98%

Young urban professionals 25-35

B

67%

Rural residents 30-70

C

98%

Young couples 26-38

WHAT WE TESTED

# Three concepts

Same price, same shoppers. Each person judged all three.



OPTION

YOUR INPUT

VERSION A

## Smart Delivery Box

ParcelNest Smart Delivery Box. A compact smart parcel box for your doorstep or porch. Couriers place packages inside, it locks automatically after delivery, and the app sends real-time delivery notifications.

44% would buy



OPTION

YOUR INPUT

VERSION B

## Smart Locker

ParcelNest Smart Locker. A premium, tall smart parcel locker that stands by your front door, with two separately locking compartments for several deliveries at once and an access panel on the side.

20% would buy



OPTION

YOUR INPUT

VERSION C

## Foldable Box

ParcelNest Foldable. A foldable, portable smart delivery box for renters and homeowners: it opens into a locking parcel box at your door and folds flat like a case when not in use. Secure auto-lock, weather resistant, no installation needed.

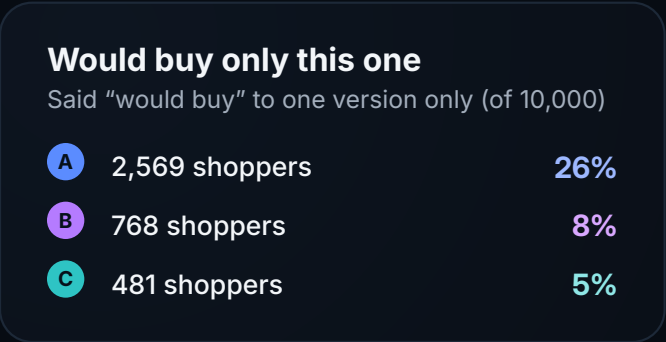
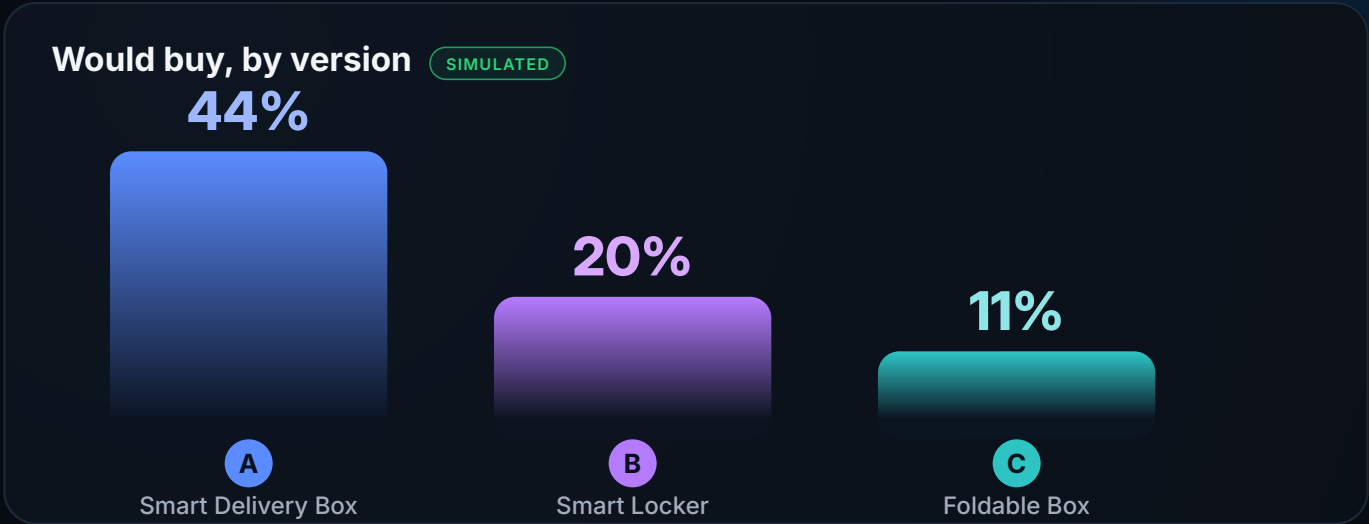
11% would buy

Images: concept images supplied for the test, described to the simulated shoppers. Claims shown in them are not verified.

A vs B vs C

# Version comparison

Side by side, and how each group of shoppers split.



Bar = their answer for that version: would buy · maybe · wouldn't buy. Not a favourite vote: many reasons explain a "no".

| By shopper group                | % who would buy · top 8 groups for Version A |     |     |
|---------------------------------|----------------------------------------------|-----|-----|
|                                 | A                                            | B   | C   |
| Young urban professionals 25-35 | 98%                                          | 14% | 6%  |
| Tech gadget enthusiasts 24-45   | 98%                                          | 53% | 44% |
| Remote workers 28-50            | 97%                                          | 20% | 40% |
| Frequent travelers 30-55        | 97%                                          | 53% | 12% |
| Package theft victims 30-60     | 96%                                          | 58% | 0%  |
| Affluent homeowners 40-60       | 93%                                          | 48% | 2%  |
| Shift workers 25-50             | 87%                                          | 43% | 2%  |
| Holiday and gift shoppers 25-60 | 75%                                          | 52% | 0%  |

AUDIENCE GROUPS

Who is most interested

All 25 groups, ranked for Version A.

#1

98%

Young urban professionals 25-35

6% of the crowd

#2

98%

Tech gadget enthusiasts 24-45

4% of the crowd

#3

97%

Remote workers 28-50

5% of the crowd

Surprise: renters barely buy

2 of 1,104 simulated renters (Apartment renters 22-30, Low-income renters 20-45) would buy any version, although renters are a target audience. 501 (45%) said maybe to Version C; price was their most common reason.

SIMULATED

SIMULATED

|    |                                 |    |  |     |
|----|---------------------------------|----|--|-----|
| 1  | Young urban professionals 25-35 | 6% |  | 98% |
| 2  | Tech gadget enthusiasts 24-45   | 4% |  | 98% |
| 3  | Remote workers 28-50            | 5% |  | 97% |
| 4  | Frequent travelers 30-55        | 2% |  | 97% |
| 5  | Package theft victims 30-60     | 5% |  | 96% |
| 6  | Affluent homeowners 40-60       | 3% |  | 93% |
| 7  | Shift workers 25-50             | 5% |  | 87% |
| 8  | Holiday and gift shoppers 25-60 | 2% |  | 75% |
| 9  | Suburban homeowners 35-55       | 9% |  | 72% |
| 10 | Smart-home users 30-55          | 3% |  | 59% |
| 11 | Rural residents 30-70           | 2% |  | 41% |
| 12 | Heavy online shoppers 25-55     | 6% |  | 40% |
| 13 | New homeowners 28-40            | 3% |  | 35% |
| 14 | Frequent movers 22-40           | 1% |  | 23% |
| 15 | Busy parents 30-45              | 7% |  | 3%  |
| 16 | Online sellers 25-55            | 3% |  | 3%  |
| 17 | Condo and HOA residents 35-65   | 2% |  | 3%  |
| 18 | College students 18-24          | 3% |  | 1%  |
| 19 | Retired homeowners 65-85        | 5% |  | 1%  |
| 20 | Seniors in apartments 65-85     | 3% |  | 1%  |
| 21 | Budget-minded families 28-50    | 5% |  | 1%  |
| 22 | Young couples 26-38             | 3% |  | 1%  |
| 23 | Apartment renters 22-30         | 7% |  | 0%  |
| 24 | Low-income renters 20-45        | 4% |  | 0%  |
| 25 | Tech skeptics 45-75             | 2% |  | 0%  |

WHAT WORKS

# What people like

Summed up from the simulated reasons, with quotes from the run.



Auto-lock after delivery plus real-time app alerts, which shoppers tied to porch theft worries and being away at odd hours or while traveling.



A sleek, upscale look at the front door that shoppers described as polished and premium.



A compact size shoppers called a sensible home gadget, with several mentioning smart-home setups and online ordering habits.

SIMULATED

“ App-connected auto-lock; I'd buy after reading reviews.

A Would buy A · Luis, 34 · software tester

“ Long driveways mean parcels sit unattended; two compartments help.

B Would buy B · Jordan, 36 · contractor

“ Polished, app-connected design; would buy after research.

A Would buy A · Sofia, 52 · engineer

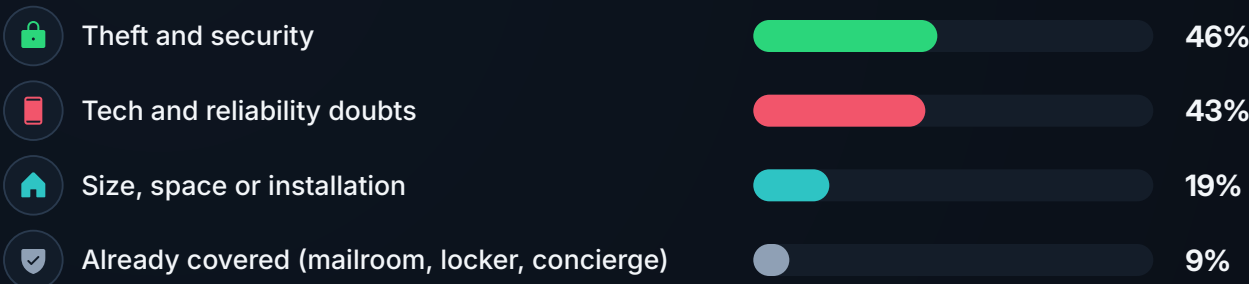
“ Researched it; the box looks good, but pricey.

A Would buy A · Leah, 52 · accountant

## What buyers of Version A talk about

% of the 4,357 would-buy reasons that mention it

SIMULATED · KEYWORD COUNT



WHAT STOPS PEOPLE

# Main objections

What holds shoppers back, and how often each topic comes up.

**Price**

Many maybe and no shoppers said \$119 is too much for a box, or that they would wait for a sale or discount.

**Unknowns before buying**

Shoppers said they would check size, reviews, HOA rules or want to see it in person, and one asked about Ring or Nest compatibility.

**App complexity**

Older shoppers said too many apps or needing family help for setup would put them off.

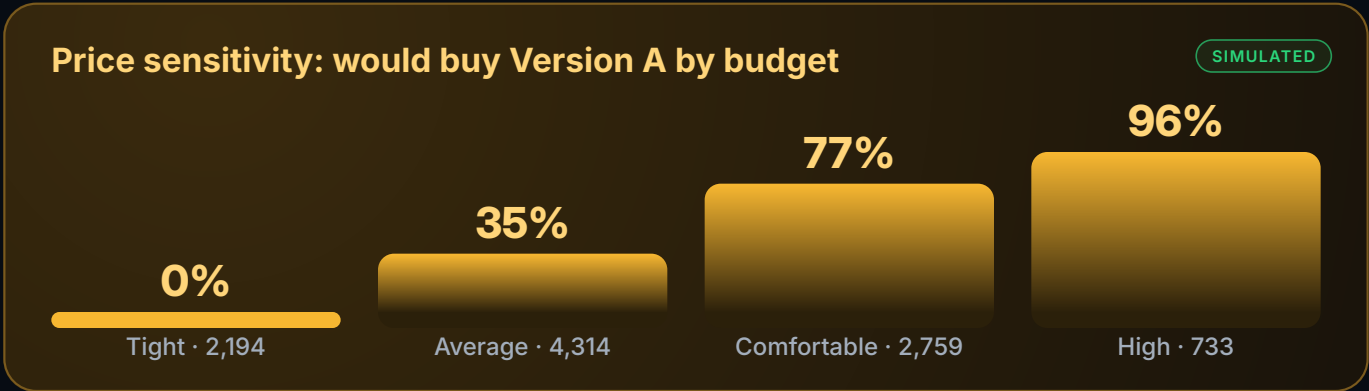


**\$119 is too much on tips; I'd pass.**

Wouldn't buy C · Diego, 24 · barista

**Tight budget; waits for sales and \$119 is not worth it.**

Wouldn't buy C · Tara, 41 · home aide



Topic bars at double scale (full bar = 50%). Keyword matching, so approximate.

RISKS AND CONCERNS

# Risks to watch

AI-flagged risks, plus assumptions this simulation cannot check.



## Risk 1

Renters, students and budget-minded groups showed near-zero buy rates for A (for example Apartment renters 0.1%), so the buyer pool is narrower than the 43.6% overall figure suggests.



## Risk 2

Many shoppers who said maybe or no for A named \$119 as the sticking point, and some wanted reviews, size details or app help before deciding.

AI HYPOTHESIS

NOT TESTED · CHECK BEFORE YOU BUILD OR PROMISE



### Fewer stolen packages

Pilot with real homes and compare missing parcels before and after.



### Couriers use it

Ask drivers from the main carriers; test a pilot route.



### Landlords and HOAs allow it

Ask property managers and HOAs what is permitted at the door.



### Build cost at \$119

Get a parts and manufacturing estimate for each version.



### App and lock reliability

Prototype the lock, power and app; test outdoors.



### Real buyers pay \$119

Run a pre-order or deposit page and count payments.



## Remember

- ✓ The simulated shoppers judged descriptions and images, not a real box at their door.
- ✓ Interest is not a purchase: real prices, installation and deliveries decide.
- ✓ Version claims (auto-lock, weather resistance, app alerts) are your input and are not verified.

POSITIONING

# Messaging guidance

How to talk about the leading version. Ideas to test, not proof.



A STRONGER PITCH TO TEST

AI HYPOTHESIS

"The doorstep box that locks itself after delivery and tells you the moment your package arrives."

POSITIONING ANGLE

AI HYPOTHESIS

Position A as the compact, good-looking smart box that locks itself and alerts you, aimed at homeowners and busy people who are away. Lead with auto-lock and alerts, and show its size clearly.

ABOUT THE IMAGES

AI HYPOTHESIS

The photo for A looks polished and trustworthy, and its three feature icons (secure, app-connected, compact) explain the product quickly. The dark night scene makes size and material hard to judge, so add a daylight shot with something for scale and a short size note.

WHAT SHOPPERS MIGHT CHOOSE INSTEAD

Ring video doorbell

HOW TO STAND APART

It can show a package arriving but does not physically lock it away, which is where this box can stand apart.

Amazon Hub Locker

HOW TO STAND APART

It means a trip to pick up, while this box keeps parcels at your own door.

Plain lockable porch box

HOW TO STAND APART

No auto-lock after delivery and no real-time alerts, the two features shoppers praised.

Delivering to a neighbor, office or leasing desk

HOW TO STAND APART

Depends on other people and timing, and does not suit odd-hour schedules.

TARGETING GUIDE

# Who to show a first ad test

Hypotheses for a small real ad test. Example: about \$30 a day for 14 days.

AI HYPOTHESIS

Lead with Version A in all three ad sets, since it wins in every top group (87-98% buy rate) and 43.6% overall. Build the sets around who is buying: app-loving online buyers, people who have already lost or fear losing parcels, and design-minded homeowners.

AD SET 1

Tech-Savvy Online Buyers

40%

of budget · about \$12/day



Show Version A

AGES

24-40

PLATFORMS

YouTube, Instagram Reels, TikTok

IN THIS TEST

98% would buy · 15% of the crowd

AD MESSAGE TO TEST

Your packages, locked the moment they land

AD SET 2

Porch Theft Worriers

35%

of budget · about \$11/day



Show Version A

AGES

28-58

PLATFORMS

Facebook Feed, Instagram Reels, Google Search

IN THIS TEST

90% would buy · 14% of the crowd

AD MESSAGE TO TEST

Away from home? Your parcels stay locked up

AD SET 3

Design-Minded Homeowners

25%

of budget · about \$7/day



Show Version A

AGES

35-58

PLATFORMS

Facebook Feed, Instagram Feed, YouTube

IN THIS TEST

78% would buy · 12% of the crowd

AD MESSAGE TO TEST

The front door upgrade your deliveries needed

NEXT TESTS

What to test next

Changes to try, one-change follow-up tests and real-world checks.



Changes to try

AI HYPOTHESIS

- 1

 Show real dimensions and a size-for-scale shot on a typical porch, since shoppers said they would check size first and the photo does not make size clear.
- 2

 Add a short page on setup, HOA questions and which smart-home apps it works with, only stating what is true, so research-minded shoppers can decide faster.
- 3

 Test a lower price, a launch discount or a bundle against \$119, and offer a simple setup option or phone-free use for shoppers put off by apps.

Check it with real people

AI HYPOTHESIS

1

Small ad test

Show Version A at \$119 to Young urban professionals 25-35 for 14 days at about \$30 a day. Compare clicks and add-to-carts, not likes.

2

Pre-order or waitlist page

Put up a simple page with the \$119 price and send the ad traffic there. Count real sign-ups or pre-orders.

3

Interviews

Talk to 5-10 people like Young urban professionals 25-35. Ask what would stop them buying today and what proof they would need.



Example two-week ad test

AI HYPOTHESIS

- 1

 Days 1-4: run all 3 ad sets at about \$30 a day in total (Tech-Savvy Online Buyers \$12, Porch Theft Worriers \$11, Design-Minded Homeowners \$7).
- 2

 Day 5: compare cost per click and add-to-carts; pause the ad sets clearly behind the others, keeping at least two running.
- 3

 Days 6-10: move the paused budget to the best one or two ad sets; keep the daily total at \$30.
- 4

 Days 11-14: retarget site visitors. Total test spend: about \$420. Decide on scaling from real orders, not from this report.

CONCLUSIONS

# The bottom line

One decision per version, what we know and what we don't.

A

Smart delivery box for modern homes

Secure delivery after delivery

App-connected Real-time notifications

Compact Perfect for small porches

Take forward

Test it with real buyers first (see Next tests).

B

Niche option

Strongest with Rural residents 30-70 (67%).

C

Secure deliveries, anywhere you call home

Secure delivery lock

Weather Resistant

Remote Access

Rethink for renters

Strongest with Young couples 26-38 (98%); many renters said maybe.

SELLTO.US READING OF THE SIMULATED RESULTS · NOT A FORECAST

What this test shows

SIMULATED

✓ Which concept drew the most simulated buying interest

✓ Which groups lean in, and which (renters) do not

✓ The reasons people give, led by price

What it can't show

NOT TESTED

⚠ Real purchases at \$119

⚠ Fewer stolen packages, or couriers using the box

⚠ Landlord or HOA approval, build cost, reliability

Strengths

AI HYPOTHESIS

✓ Leads overall with 43.6% buy versus 20.5% for B and 10.9% for C.

✓ Very high buy rates among Young urban professionals (98.4%), Remote workers (96.5%) and Package theft victims (96.0%).

Weaknesses

AI HYPOTHESIS

✓ Near-zero buy rates among renters, students and budget-minded groups (for example Low-income renters 0.0%).

✓ 28.3% maybe and 28.1% no, with price cited often in their reasons.

Opportunities

AI HYPOTHESIS

✓ B did better with Heavy online shoppers (53.6%) and Rural residents (66.7%), so a larger or two-compartment option may suit them.

✓ Frequent movers (97.1%) and Young couples (98.1%) preferred C, so a renter-friendly line could serve a different audience.

Threats

AI HYPOTHESIS

✓ Price sensitivity at \$119 and shoppers willing to wait for sales.

✓ Existing doorbell cameras, pickup lockers and plain porch boxes as everyday alternatives.

ABOUT THIS REPORT

# How this test works

Method, labels and automatic checks.



## The crowd

10,000 simulated shoppers matching the audience, in 25 groups with their own ages, jobs, budgets and habits.



## The answers

Each shopper judged all three versions (would buy, maybe, wouldn't buy) and gave one short reason. 10,000 answered.



## The numbers

Counts from one run, rounded one by one (a split can add up to 99% or 101%). No repeat runs: not a forecast of real sales.



## This sample

A real run of the SellTo.us engine (same prompts, crowd and counting as customer tests), outside the live service: answers by Claude Haiku, plan, image notes and write-up by Claude Sonnet. Every figure was re-counted from the 250 saved answer files; quotes checked word for word.

## Labels

SIMULATED

Counted from the simulated answers.

SIMULATED · KEYWORD COUNT

Counted by keyword from the reasons.

AI HYPOTHESIS

Written by AI from the answers.

YOUR INPUT

What was entered for the test.

NOT TESTED

Not covered by this simulation.

## Automatic checks

- ✓ Raw counts add up across versions and groups
- ✓ Numbers in AI text match the results
- ✓ No variation or confidence claims (one run, not measured)
- ✓ No cause-and-effect claims the test can't separate
- ✓ No new product claims recommended
- ✓ Your own claims marked as unverified where repeated
- ✓ Competitor prices, market figures and citations removed
- ✓ Quotes match their answers (keyword check)
- ✓ One ad budget; no audience both targeted and excluded

### NOT VERIFIED

- Whether the claims in your product description are true
- Competitor names, products, prices and details (no outside research was done)
- Real-world demand, sales or ad performance
- Stability across repeated runs (each test is run once)
- How closely simulated shoppers match your real customers