SIMULATED MARKET REACTION & DECISION BRIEF

ShineDrop office car detailing (sample)

IDEA TYPE	PACKAGE	VALID ANSWERS	COMPLETED
Service	Quick Check · $19	1,000 of 1,000	October 27, 2026

MAIN FINDING · OVERALL SIMULATED REACTION

27% would consider it



272 would consider it · 282 maybe · 446 wouldn't consider it

OVERALL CALL

Mixed: fix weak points, then validate

WHAT IT MEANS

Professionals who meet clients or can't leave the office like having the car done in the lot. Before booking, many want to know whether a full detail is worth the price, who handles their keys and whether the building allows it.

RECOMMENDED NEXT MOVE

Get written permission from two or three office buildings, then offer a first-visit slot to the people who work there.

ILLUSTRATIVE EXAMPLE

Illustrative sample. The simulated answers and the AI write-up were scripted for this demonstration and run through the real counting and checking steps. Not a real customer's test and not market research.

CONTENTS

Inside this decision report

01	The short answer	3
02	What was tested and how	4
03	How the simulated audience reacted	5
04	What the simulated people said	6
05	What’s holding your idea back?	7
06	What I would improve first	9
07	Who to focus on first	11
08	Pricing and positioning hypotheses	12
09	Your next business decision	13
10	Before you decide	15
11	What this report can and can’t tell you	16

Simulated results are counted from the AI-simulated answers. AI hypotheses are ideas to test. Nothing in this report is real customer data, market research, a forecast or proof of demand.

Executive decision brief

The short answer

1 version · price $80 per detail · 1,000 simulated potential clients in 8 groups

SIMULATED WILLINGNESS TO CONSIDER
27%
would consider it

VALID ANSWERS
1,000
of 1,000 AI-simulated participants

OVERALL CALL
Mixed: fix weak points, then validate

AUDIENCE GROUPS
8
groups in the simulated crowd

HOW THE SIMULATED PEOPLE ANSWERED

SIMULATED RESULT



Would consider 272 (27%) · Maybe 282 (28%) · Wouldn't consider 446 (45%)

STRONGEST POSITIVE SIGNAL
Convenience and time
64%
173 of 272 yes reasons
Getting the car detailed during the workday saves a weekend errand.

BIGGEST OBJECTION
Price and cost
34%
245 of 728 not-yes reasons
CRITICAL
The price looks high next to a drive-through wash

MOST PROMISING GROUP
Sales reps on the road, 26–36
42%
111 clients · overall 27%

RECOMMENDED NEXT MOVE
AI HYPOTHESIS

Get written permission from two or three office buildings, then offer a first-visit slot to the people who work there.

Building permission decides whether the service can run at all, and a first visit tests trust and price with real clients.

TOP REASONS FOR YES

of 272

Convenience and time	64%
Look, design and quality	36%

TOP REASONS FOR NOT SAYING YES

of 728

Price and cost	34%
Trust, proof and reviews	21%
No need, or already covered	14%

Test overview

What was tested and how

The idea as you described it, the simulated audience and how the answers were collected.

YOUR IDEA

Mobile car detailing that comes to your office parking lot. Interior and exterior in 90 minutes, booked online. For busy professionals in Los Angeles.

Price: $80 per detail

ITEM	DETAILS
Idea type	Service
Audience you described	Working professionals 28–55 in Los Angeles who drive to work
Package	Quick Check · 1,000 AI-simulated participants · $19
Valid simulated answers	1,000 of 1,000
Audience groups	8
Versions compared	1
Reasons collected	1,000 (topic given with each answer)
Completed	October 27, 2026 · Test ST-7XQ9RM

How the answers were produced

An AI model played each simulated participant: a person from one of the audience groups, with their own age, job, budget and, for newer tests, what they want, what they use today and what worries them. Each one gave an answer (Would consider, Maybe or Wouldn't consider) and a short reason. SellTo.us counted the answers. A second AI model wrote the explanations and recommendations, and automatic checks compared every number and claim with the counted results.

Group sizes and person traits are assumptions about the audience you described, not population statistics. Each test is one simulation run.

Simulated audience results

How the simulated audience reacted

1,000 valid answers. Every version was shown to the same simulated people.

Answer split

SIMULATED RESULT

Simulated willingness to consider



272 would consider it · 282 maybe · 446 wouldn't consider it

Results by audience group

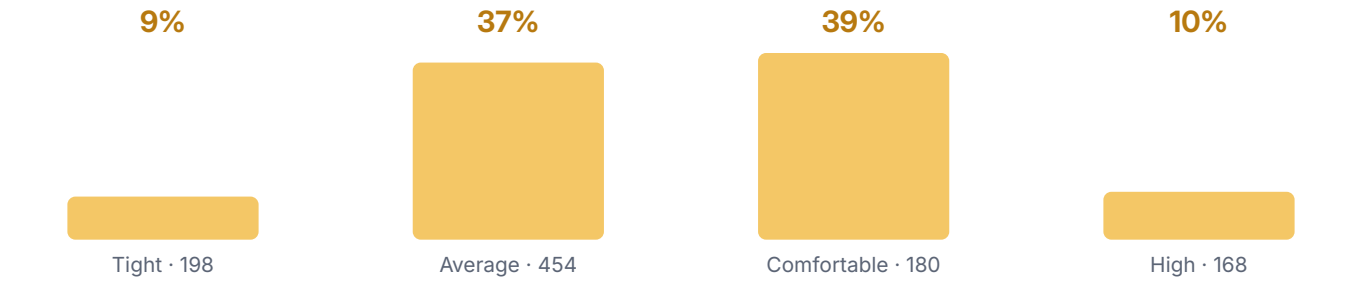
SIMULATED RESULT



Vertical line: all simulated people (27% would consider it).

Would consider it by budget level

SIMULATED RESULT



Key findings & evidence

What the simulated people said

Findings computed from the answers, the topics behind yes and no, and reasons in the participants' own words.

Key findings

SIMULATED RESULT

- 27% would consider using it, 28% might and 45% would not (1,000 simulated potential clients).
- Most interested: Sales reps on the road, 26–36 (42%) and Busy office managers, 30–42 (40%).
- Least interested: Budget commuters (9% would consider it; 20% of participants).

Why people said yes

SIMULATED RESULT

Convenience and time	64%	173
Look, design and quality	36%	99

One topic per reason. Shares of all 272 yes reasons. The reasons for not saying yes are charted in the next section.

In their words

SIMULATED RESULT

> "Booking online and coming back to a clean car sounds perfect."
>
> Would consider · Age 44 · manager · Parents with SUVs, 41–50

> "Ninety minutes in the lot fits easily into my workday."
>
> Would consider · Age 36 · cashier · Budget commuters

> "Maybe with a first-visit discount."
>
> Maybe · Age 38 · real estate agent · Sales reps on the road, 37–48

> "$80 is a lot when the drive-through costs much less."
>
> Wouldn't consider · Age 34 · pharmacist · Parents with SUVs, 32–40

> "Too expensive for how often I'd need it."
>
> Wouldn't consider · Age 47 · manager · Parents with SUVs, 41–50

Answers written by AI-simulated participants, copied word for word. They are not real customers.

Main objections & business risks

What's holding your idea back?

Problems ranked by fixed rules from the counted reasons. Severity, counts and affected groups come from the answers; explanations and actions are AI hypotheses.

Top reasons for not saying yes

SIMULATED RESULT

1	Price and cost	CRITICAL	34%	245
2	Trust, proof and reviews	HIGH	21%	156
3	No need, or already covered		14%	103
4	Convenience and time		13%	96
5	Look, design and quality	MEDIUM	10%	70
6	Size, space and setup	MEDIUM	8%	58

One topic per reason, so these are shares of all 728 not-yes reasons (from people who said maybe or no). Coloured bars are the problems below; severity follows the rules at the end of this section.

1 CRITICAL PRICE AND COST

The price looks high next to a drive-through wash

245 of 728 not-yes reasons (34%)

WHAT IT MEANS

Budget commuters and parents with large cars compare the price with a quick wash.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

If the comparison stays a quick wash against a full detail, many may decide it's too expensive.

WHAT TO DO

Show what a full detail includes, and test an interior-only option at a lower price.

MOST AFFECTED GROUPS

Budget commuters	71% · 127 of 180
Parents with SUVs, 32–40	38% · 32 of 85

"Maybe with a first-visit discount."

2 HIGH TRUST, PROOF AND REVIEWS

People don't want to hand their keys to a stranger

156 of 728 not-yes reasons (21%)

WHAT IT MEANS

Many who held back want proof of insurance and to know who will be in their car.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

Without that proof, even interested professionals may keep driving to a wash.

WHAT TO DO

Show insurance, staff photos and a clear key handover process on the booking page.

MOST AFFECTED GROUPS

Busy office managers, 30–42	44% · 22 of 50	
Busy office managers, 43–55	40% · 24 of 60	

"I don't like strangers inside my car while I'm at work."

3 MEDIUM LOOK, DESIGN AND QUALITY

Car enthusiasts doubt a 90-minute detail

70 of 728 not-yes reasons (10%)

WHAT IT MEANS

People who detail their own cars worry about rushed work and products.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

This group may stay out unless the work and products are shown in detail.

WHAT TO DO

List the products and steps used, and offer a longer premium option.

MOST AFFECTED GROUPS

Car enthusiasts	46% · 70 of 151	

"Ninety minutes can't be a proper full detail."

4 MEDIUM SIZE, SPACE AND SETUP

Unclear whether the building allows it

58 of 728 not-yes reasons (8%)

WHAT IT MEANS

People are unsure their garage or lot permits car detailing.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

Bookings could fail on the day if building rules block the service.

WHAT TO DO

Agree permission with buildings first and only take bookings at approved locations.

CONTINUED

MOST AFFECTED GROUPS

Busy office managers, 30–42	36%	18 of 50
Busy office managers, 43–55	32%	19 of 60

"Water and soap in an underground garage seems like a problem."

How severity is decided

REPORT RULE

LEVEL	RULE
Critical	The most common topic among not-yes reasons, mentioned in at least 30% of them, while the strongest version gets under 30% positive answers.
High	Mentioned in at least 20% of not-yes reasons, or the most common topic with at least 12%.
Medium	Mentioned in at least 8% of not-yes reasons, or in at least 25% of the not-yes reasons of one audience group with 15 or more of them.
Low	Supported by some not-yes reasons, below the thresholds above.

These are report rules applied to one simulation run, not statistical tests.

Recommended improvements

What I would improve first

Ranked changes to try, with how to test each one with real people. AI hypotheses checked against the counted results, not promises.

1

LOW EFFORT

Make the key handover visibly safe

WHAT TO CHANGE

Add insurance details, named staff with photos and a simple key handover step (for example a lockbox at reception) to the booking page.

WHY IT MATTERS

Many people who held back did not want to hand over their keys.

HOW TO TEST IT

Show the new booking page to people in one office and count first-visit bookings.

RISKS OR DEPENDENCIES

Insurance details must be real and current before they are shown.

CONTINUED

EVIDENCE

- Trust, proof and reviews: 156 of 728 not-yes reasons (21%)
- “I don’t like strangers inside my car while I’m at work.”

2 MEDIUM EFFORT

Sign up buildings before clients

WHAT TO CHANGE

Approach office managers and parking operators first, and show a list of approved buildings when people book.

WHY IT MATTERS

Building permission is an open question for many people.

HOW TO TEST IT

Ask three buildings for permission and track how many say yes and on what conditions.

RISKS OR DEPENDENCIES

Some buildings may ask for fees or extra insurance.

EVIDENCE

- Size, space and setup: 58 of 728 not-yes reasons (8%)

3 LOW EFFORT

Add an interior-only option

WHAT TO CHANGE

Offer a shorter interior-only clean next to the full detail.

WHY IT MATTERS

Price came up often among budget commuters and parents.

HOW TO TEST IT

Show both options to real clients and compare which one they book.

RISKS OR DEPENDENCIES

Clients may choose the cheaper option instead of the full detail.

EVIDENCE

- Price and cost: 245 of 728 not-yes reasons (34%)
- Parents with SUVs, 32–40: 34% would consider it (128)

Audience opportunities

Who to focus on first

The groups that responded best in the simulation, and where the opportunities and gaps are.

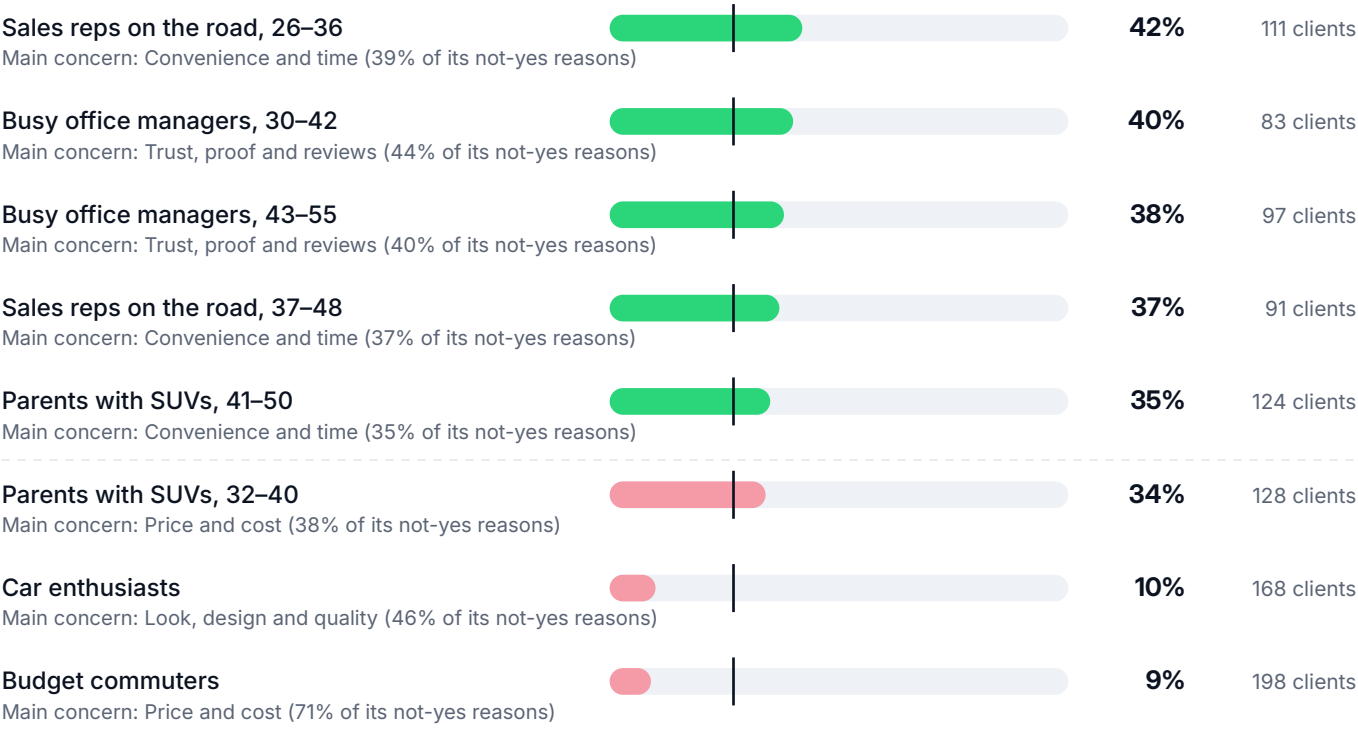
AUDIENCE TO FOCUS ON FIRST

AI HYPOTHESIS

Start with sales reps and office managers in buildings that approve the service: they responded best and feel the time problem most.

Most and least interested groups

SIMULATED RESULT



Green: most interested groups. Pink, below the dashed line: least interested. Vertical line: all simulated people (27%). Groups with fewer than 10 answers are left out.

Pricing & positioning

Pricing and positioning hypotheses

Ideas to test with real people. Nothing here is verified market research; no competitor prices are shown unless a dated source is listed.

A CLEARER MESSAGE TO TEST

AI HYPOTHESIS

“A full detail in your office lot, while you work”

Insured staff detail your car in your office parking lot, inside and out, booked online.

It keeps the time benefit and answers the trust question in the same line.

PRICE HYPOTHESIS TO VALIDATE

AI HYPOTHESIS

Test a first-visit price against the regular price per detail.

Offer the first-visit price to one building and the regular price to another, then compare bookings and repeat visits.

Possible positioning

AI HYPOTHESIS

Position it as the zero-effort detail for people who can’t leave work.

Alternatives people may choose instead

AI HYPOTHESIS

ALTERNATIVE	WHY SOME PICK IT	HOW YOU COULD STAND APART
Drive-through car wash	Cheap and fast.	A full interior detail without leaving work.
A local detailing shop	Trusted for careful work.	No drop-off: the car is done at the office.

AI-suggested alternatives, not market research. Names and details are not verified.

SWOT

AI HYPOTHESIS

STRENGTHS
- Saves a weekend errand

WEAKNESSES
- Needs building permission

OPPORTUNITIES
- Company perks programs

THREATS
- Cheap drive-through washes

Validation experiments

Your next business decision

What the simulation suggests, what it can't tell you, and the experiments that would let you decide with real evidence.

THE DECISION

AI HYPOTHESIS

Can the service run in real office buildings, and will people book a first visit?

From problem to decision

AI HYPOTHESIS

PROBLEM IDENTIFIED
The price looks high next to a drive-through wash

→

EXPERIMENT TO RUN
A two-week pilot in buildings that give permission, with a first-visit slot and the new booking page.

→

WHAT TO MEASURE
How many buildings say yes and what they ask for

After the real test

WOULD SUPPORT PROCEEDING
Buildings approve it, and people book first visits and ask for a second one.

WOULD SUGGEST REVISING OR STOPPING
Buildings refuse, or people browse the booking page but don't book.

Decision guidance only: what real people do in the experiment decides which way to go.

WHAT THIS SIMULATION SUGGESTS

- Sales reps and office staff responded best in the simulation.
- Trust with keys, building permission and price were the main hurdles.

WHAT REMAINS UNKNOWN

- Whether buildings give permission.
- Whether clients book again after the first visit.

UNRESOLVED ASSUMPTIONS TO CHECK

AI HYPOTHESIS

- Office buildings and parking operators will allow detailing in their lots.
- Clients will hand over keys once they see insurance and staff details.
- The price per detail feels fair once people compare it with the time they save.

If the evidence is mixed

AI HYPOTHESIS

- Offer the service at company events or as a staff perk paid by the employer.
- Work from one partner parking lot where cars are left all day.

Validation experiments

AI HYPOTHESIS

1 Building permission check

GOAL
Find out whether buildings allow detailing in their lots

HYPOTHESIS
Some office buildings will approve it with simple conditions

WHO TO INVOLVE
Office managers and parking operators in three buildings

HOW TO SET IT UP
Call or visit with a one-page description of the service, insurance and water use.

WHAT TO ASK OR SHOW
Under what conditions would you allow car detailing in your lot?

WHAT TO MEASURE
How many buildings say yes and what they ask for

ENCOURAGING
At least one building approves with conditions you can meet

CONCERNING
Every building refuses or asks for conditions you can't meet

LIMITATIONS
Three buildings are a small start; rules differ by owner

NEXT STEP
Use approved buildings for the pilot; if none approve, consider a partner parking lot

2 First-visit pilot

GOAL
See whether people book and come back

HYPOTHESIS
People who can book in their own building will try a first visit

WHO TO INVOLVE
Professionals working in approved buildings

HOW TO SET IT UP
Share the booking page through the office manager and offer first-visit slots for two weeks.

WHAT TO ASK OR SHOW
Would you book a detail for next week?

WHAT TO MEASURE
First bookings, and how many ask for another visit

ENCOURAGING
People book and ask for a second visit

CONCERNING
People look at the page but don't book

LIMITATIONS
Early clients may be friendlier than average

NEXT STEP
Adjust price and options based on what people booked

3 Trust page comparison

GOAL
Learn which trust details matter most

HYPOTHESIS
Insurance and staff photos make people more willing to book

WHO TO INVOLVE
Professionals in one approved building

HOW TO SET IT UP
Show two versions of the booking page, one with insurance and staff details and one without.

WHAT TO ASK OR SHOW
What would stop you from booking?

WHAT TO MEASURE
Bookings from each version and the doubts people mention

ENCOURAGING
The page with trust details gets more bookings

CONCERNING
No difference, and the same doubts remain

LIMITATIONS
Small numbers; other differences between offices can matter

NEXT STEP
Keep the trust details that people mention and drop the rest

Small tests show direction; they don't prove demand. Decide what counts as encouraging or concerning before you start, and judge by what people do, not only by what they say.

Final decision checklist

Before you decide

Tick these off as you go. They come from the recommendations in this report.

Next-step checklist

- [ ] List three office buildings to approach
- [ ] Prepare proof of insurance
- [ ] Write the key handover steps
- [ ] Add staff photos to the booking page
- [ ] Set the interior-only price
- [ ] Decide what counts as a good pilot result

Limitations & methodology

What this report can and can't tell you

How the numbers were produced, how the recommendations were made, and what nobody has verified.

What the numbers mean

- Percentages are shares of the simulated participants who answered (1,000), unless a different base is named next to them.
- Topic counts use one topic per reason. Their base is the reasons of people who said yes, or of people who said maybe or no ("not-yes"), as shown.
- Missing answers were not replaced or invented.
- Group sizes and person traits are assumptions about the audience you described, not population statistics.

How the recommendations were made

- The counts, the problem ranking, the severity levels, the most affected groups and the recommended version come from the answers, using fixed report rules.
- An AI model wrote the explanations, improvements and experiments, citing the evidence behind each one. Items without measured evidence are labeled exploratory.
- Automatic checks removed or corrected text with numbers not in the results, forecasts, guarantees, invented quotes or sources, budgets and causes the test can't separate.
- Versions fewer than 3 points apart in one run are reported as too close to call.

Limitations

- Answers come from AI personas built for this test, not from real potential clients; group sizes are assumptions about the audience you described.
- Each test is one simulation run, so how stable these results are has not been measured.

Automatic report checks

REPORT RULE

CHECK	RESULT
Raw counts add up across versions and groups	OK
Numbers in AI text match the results	OK
No variation or confidence claims (one run, not measured)	OK
No cause-and-effect claims the test can't separate	OK
No new claims recommended	OK
Your own claims marked as unverified where repeated	OK
Competitor prices, market figures and citations removed	OK

CHECK	RESULT
Quotes match their answers (keyword check)	OK
One ad budget; no audience both targeted and excluded	OK
Verdict wording limited to what simulation can show	OK
No forecasts, guarantees or simulated answers presented as real research	OK

Consistency and wording checks on this report. They do not verify that its content is true.

Not verified

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

AI models: answers claude-haiku-4-5-20251001 · write-up claude-sonnet-5-5. One simulation run.