

SKPTIK

Skeptical Buyer Panel Report

SAMPLE subject: three pricing offers for a design-review service

SAMPLE

Generated: 2026-09-28 · Confidence: Low

Variant A draws the fewest objections, but the deliverable is misunderstood.

Sample report with illustrative demo values. Not a real study, customer or market claim.

Not market validation. Not purchase intent. A structured adversarial prediction of where buyers may object, misunderstand or disagree.

EXECUTIVE SUMMARY

- Variant A (€49 one-off) had the lowest average objection score in this SAMPLE run.
- Variant B triggered strong price resistance across budget-sensitive personas.
- Variant C split the panel: subscription fatigue versus low entry price.

DECISION

Rewrite A's deliverable line, then test A vs C with real traffic.

10 (SAMPLE)

Synthetic personas

3

Variants compared

0.41 (SAMPLE)

Consensus index

01 VARIANTS COMPARED

Variant	Offer	Price
A	Single design review, 48h	€49

THE SKP SUITE

1 / 3

SKPSIS

Adversarial research

SKPTIK

Pressure-test with skeptical synthetic buyer

SKPTST

Observe real behavior

B	Review + call	€99
C	Monthly reviews	€19/mo

02 TOP-LEVEL READ

Lowest friction: A. Highest disagreement: C. Most confusing: A's deliverable wording.

03 OBJECTION MATRIX

Directional median objection strength by variant (SAMPLE, 0–3).

	A · €49	B · €99	C · €19/mo
Price feels high	1	3	1
Unclear deliverable	2	1	2
Trust in reviewer	2	2	1
Subscription fatigue	0	0	3

04 WHERE CONSENSUS BREAKS

Share of personas disagreeing with the panel majority (SAMPLE %).

Variant A		21%
Variant B		29%
Variant C		54%

05 REPEATED OBJECTIONS

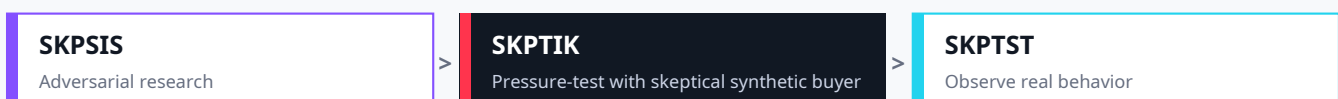
- “What exactly do I receive after 48 hours?”
- “Why a subscription for something I need twice a year?”

06 RECOMMENDED NEXT MOVE

Clarify A as “a written report with 10 prioritized fixes”, then run SKPTST on A vs C.

METHODOLOGY

SAMPLE method: a 10-persona qualitative depth panel derived from the target audience and frozen as a quota matrix before the run. Options are shown blind, symmetrically and in randomized order. Personas answer independently, rejection reasons come first, comprehension is a hard gate (>2/10 material misreads disqualifies an option), aggregation uses median/range plus best-worst and segment/polarization cuts, and a diversity audit checks for mode collapse. Directional only, not statistical.



UNCERTAINTY NOTES

- Synthetic personas can share model biases.
- No real buyer behavior was observed.

EVIDENCE & SOURCES

Frozen persona quota matrix

Construction · 10 personas, independent blind runs (SAMPLE)

Variant copy

Input · Supplied by client (SAMPLE)

NEXT STEP

Move the strongest variant into a live SKPTST behavior test.