



Report

How AI is accelerating customer research

Generating results that are
90% accurate in just 24 hours

REPORT OBJECTIVE

Sharing a new approach to customer research, which can help you understand your customer faster and better.

WHO THIS IS FOR

Product managers, market researchers, and innovation teams evaluating AI-powered alternatives to traditional customer research methods.

WHAT THIS REPORT COVERS

1. **The methodology:** How Semantic Similarity Rating (SSR) works
2. **The comparison:** AI simulation vs. panels vs. consulting
3. **A real example:** Canva Enterprise validation results

HOW IT WORKS - SEMANTIC SIMILARITY RATING (SSR)

Published in peer-reviewed research (Maier et al., 2025), Semantic Similarity Rating is a methodology that achieves 90% correlation with real purchase decisions by simulating customer behaviour using AI. It works through a 4 step process:

1

Build Your Audience

We generate **500-1,000 AI personas** matching your exact target market—demographics, job titles, industries, and buyer psychology.

2

Simulate Product Discovery

Each persona **encounters your product** exactly as real customers would. This can be configured as a new product, new feature, refreshed product, etc.

3

Capture Natural Reasoning

They explain **why** they would or wouldn't buy—in their own words.

4

Score Purchase Intent

We use AI again to **map these responses to validated intent scores** (e.g. not interested, on the fence, would consider, would definitely buy, etc.)

HOW IT COMPARES

	Traditional Panels (Surveys)	TestFast
Cost & Timeline	\$5k-20K, 4 weeks	\$500, 24 hours (10x faster and cheaper)
Strengths	Real human responses Traditional and established	✓ 90% accuracy* ✓ Rich qual reasoning ✓ Unlimited sample size
Limitations	Satisficing behavior Panel fatigue	AI-simulated

REAL EXAMPLE - CANVA ENTERPRISE

? Context

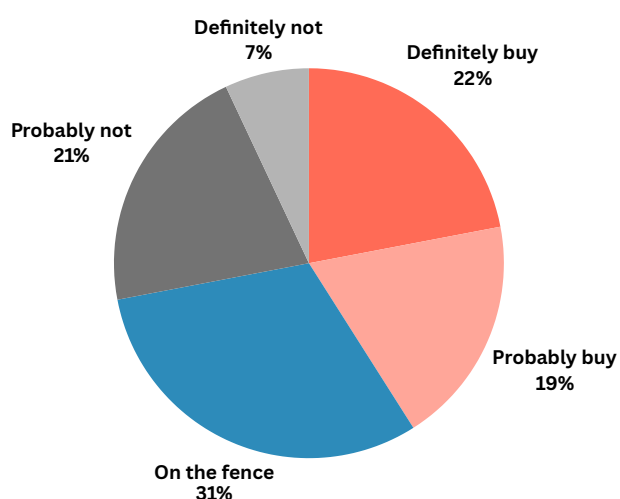
Canva is expanding into the enterprise market with a **2024 relaunch of Canva Enterprise**, now featuring AI-powered design tools. Priced at \$30/user/month, they need to understand if this new proposition will resonate with enterprise buyers.

⚙️ Methodology

Date generated: 2026 Jan 04
Target segments: enterprise; marketing leaders, brand managers, creative directors
n = 500 (synthetic customers)

🎯 Results

Strong signal, with 41% of target customers intending to purchase



Top drivers

- Cost advantage vs Adobe Creative Cloud (100% mentioned)
- Democratises design across teams (90%)

Top barriers

- Need more feature details before committing (100% mentioned)
- Want a demo first (90%)
- \$36K/year cost feels risky (80%)



Book a 15-min call to see
your product validated:

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