

TIPS SHEET TO ACCOMPANY:

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Market research techniques

- Drawing from memory – give test consumers blank paper and have them draw particular branded products from memory. Then discuss with the group what each of them has drawn and why.
- Camouflage – modify a series of existing designs, each with different elements removed. Use your focus group to discuss the saliency of differing visual elements. The disappearance of some elements may cause the perception of a brand to alter.
- Name swapping – swap the names and logos on different designs from the same market, then discuss if and why the resulting designs are “wrong” for the brands.
- Image and mood boards – prepare a series of image and mood boards portraying a range of potential directions. It is important to go beyond the obvious, and keep the boards credible in the context of the brand. When creating a mood board you should use examples of products, textures, colors, and details to illustrate the overall design and aesthetic direction you wish to explore. You can source the images from the Internet, design magazines and through your own collection of photographs, swatches, and samples.
- Perceptual mapping – by doing these exercises you will be in a position to create a perceptual map where the use of a XY axis enables you to arrange the category visually using comparator terms such as cost, quality, and impact.