

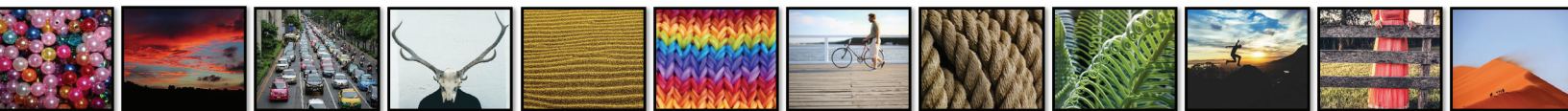


### Add emotions testing to deepen product studies

Go beyond “liking” to understand your consumer’s subconscious emotional cues for successful product design and development

Products need to be able to trigger the specific intended emotions in your consumer to achieve maximum success. Understanding the emotions elicited by specific ingredients and sensory experiences improves product design and goes beyond “likes and dislikes”. It ensures your product is customized to deliver exactly the experience each consumer most desires, making a better, lasting connection with your consumer on an emotional level.

Move to market faster and with greater success by expanding your product study to uncover the subconscious, emotion-based cues from your target. By adding this technique, you can base your development on a wholistic behavioral picture, providing better distinction for your product and connections all the way from decision making to purchase.



### How it works:

#### Image Selection

Your participant selects one image that best captures overall thoughts and feelings about the product.



*Images force consumers to use metaphors to tell their story, uncovering subconscious emotions.*

#### Storytelling

Next, your participant shares what exactly about the chosen image captures those thoughts and feelings about the product.



*Storytelling creates an emotional state of mind and provides a deeper level of understanding.*

#### Description

Using the image they have selected, your participant describes everything they see, in as much detail as possible.



*Describing provides the link between the sensory cues experienced with the product and the emotions.*

#### Feelings

Here your participant explains, through a provided metaphor list, how the chosen image impacts their feelings.

*Image metaphors make it easier to report accurate feelings, beyond mere product likes and dislikes.*

### What you’ll learn:

Using this visual metaphor approach to emotions in an unbranded CLT provides greater differentiation between products than liking and attribute questions alone. Specific sensory sensations—like texture, taste, visuals and more—can also be uncovered by adding emotions testing to your study. This approach can give your product a boost to market by providing applicable understandings of consumer emotions, and allowing you to hone, create and develop accordingly to resonate with your consumer target.



**Gain deeper product insights—add emotions testing to your next project now!**

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