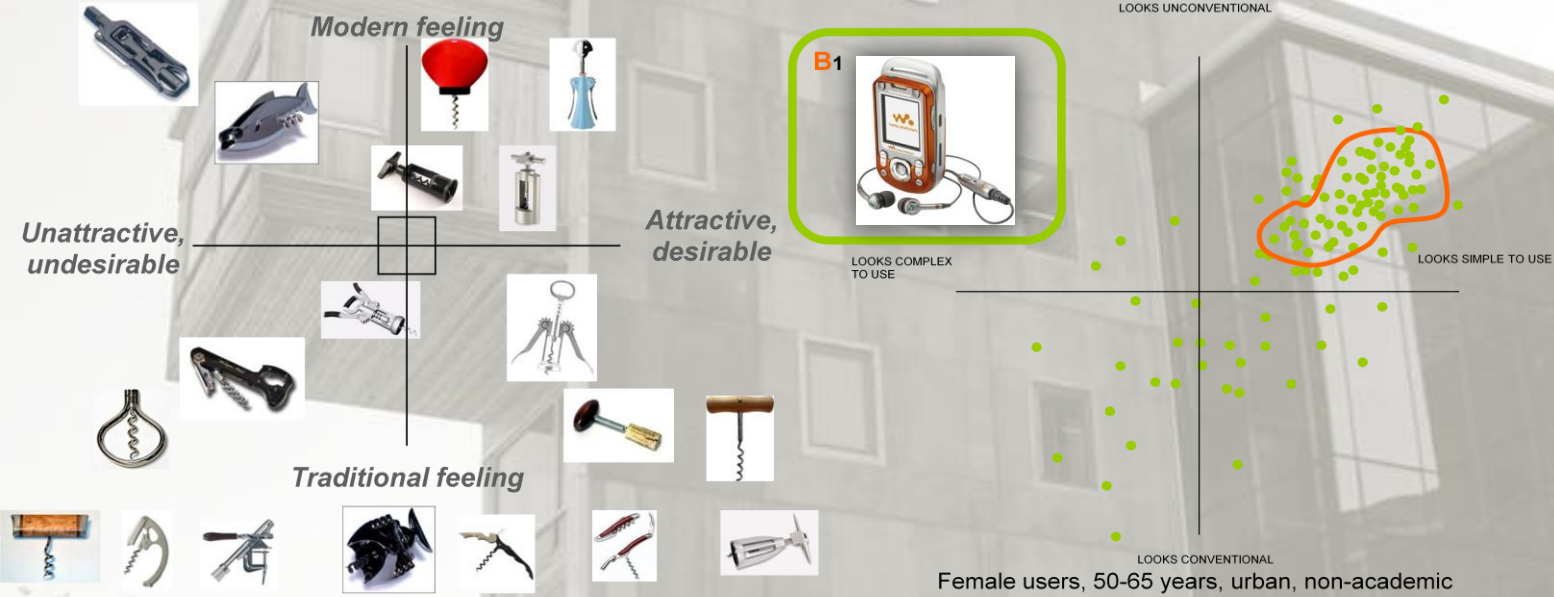


Perceptual consumer requirements are often disregarded in the product development process. The consequence of this is that products may become more attractive to the design practitioners than to the target consumers. Understanding consumer experiences of products is becoming increasingly important for producers acting on the global market. The product must fit the mind of the consumer. My research concern is trying to understand and assess these "soft" experienced emotional product values.



The aim of my research is trying to provide product developers and designers with a convenient and intuitive tool for consumer assessment of visual and emotional product qualities. The VIPET tool (*Virtual Internet Product Experience Tool*) may in the future more effectively let remote respondents assess visual product representations using a new form of visual interface. This by using pictorial representations of products in a game related manner connected to a particular data base which may also generate a faster and a more vivid account of research results than the tools on the market today. The approach also concerns being able to understand and negotiate the methodological interface related and statistical implications that may arise during the development of this new generation of assessment tool. Below to the left an early example of a test where a respondent has assessed corkscrews by placing them on a virtual board. Below to the right a simulated example of visually plotted results assessing mobile phones.



Reference model showing positive chain of: [F] Facts, [X] Number of references, [A] Assumptions, [E] Experiences and [O] Own studies.

Areas of relevance and contribution (ARC-Diagram)
 _Contribution --Essential...Useful Interesting

