

# Design Test

## What is Design Test

- Design Test is a method used to determine the suitability and attractiveness of design of a particular product.
- Design Test is used to identify and evaluate the potential of attracting effect overall impression on the customer.
- Design Test can proceed in the following dimensions:
  - **Prior to launching a new product on the market**
  - **Re-design** – restore the appearance of the product, more modern design packaging, labels, etc.
  - **Face-lift** – new appearance of product design
- Design Test is implemented in terms of ordinary customers, which is able to identify the strengths and weaknesses of each product design appearance.
- **Special emphasis is placed on testing different design variants in terms of attractiveness, clarity, orientation, amount and type of information.**
- Design Test is an important tool in the hands of executives who need to evaluate various design options and select the best variant of product design.

## What are the main benefits of test design?

- ☺ **Identification of attractiveness of design drafts, attractiveness of titles and texts**
- ☺ **The suitability of designs for your company**
- ☺ **The influence of design on the company**
- ☺ **Potential for catching attention**
- ☺ **The overall impression of the designs**
- ☺ **Simulated sales test reveals functionality and attractiveness design in real environment**



