

Package design – On shelf



PURPOSE

The shelf test is supposed to help you realize how a package design performs in competition on a shelf. The test answers questions such as, does the package earn the right attention, will a new design perform stronger than the existing one? The test is commonly used early in the creative process where you try to understand which design track to pursue. It's recommended that a competitive design or two are added to each test as benchmark.



ACTIONABLE INSIGHTS

Understand package capabilities standing out on a crowded shelf.



HOW?

Participants are initially shown a randomized shelf. They are asked to click the product they would buy disregarding brand or price. Noticeability and engagement are measured.

The first shelf test is followed by the same randomized shelf where the respondents are instructed to shop for a specific item (i.e., test design or control). Time to click on the correct item is measured.



FOR WHO?

This test is designed for Research Agencies of any size and end clients such as Brand owners & Category managers.



WHAT?

This study design, randomized shelf (a/b test) provides unbiased data over the relative performance of package designs combined with subjective preferences of desire to buy certain product on a shelf.

WHATS NEEDED?

Respondents:

We recommend a separate cell (i.e. group of unique respondents) for each package design. A regular test normally consists of at least four of your own package designs benchmarked against a leading competitive design, "control". We recommend at least 100 respondents for each package, for this test in total 500.

Stimuli:

Package design images should be cropped, with transparent background. File format should be in PNG and range from 100 - 1000 KB, depending on the number of images you insert into the shelf builder. This test will provide most value if each package design carries distinct design elements distinguishing each package from the other package designs.

Package design – a/b test



PURPOSE

This package design a/b test is supposed to help you realize the effectiveness of product designs. It helps you realize both on a general level as well as in detail if people engage with the key elements of your packages.

While each piece of a design is unique, there are a set of repeated key weaknesses seen in packages which can be quickly identified and fixed. In addition, verify that the Visual and Messaging resonance with your audience.



ACTIONABLE INSIGHTS

Understand how design elements resonates with key audience - which design track to pursue.



HOW?

The test follows a monadic a/b test research design, participants are exposed to one package design at a time. Attention to key design elements is measured. This unbiased insights on the package performance is combined with survey questions understanding their subjective liking to the design and purchase intent.



FOR WHO?

This test is designed for Research Agencies of any size and end clients such as brand teams and designers.



WHAT?

Inform your design strategy by understanding consumers' conscious and non-conscious response to current and new design(s) and the key elements and brand assets that most resonates.

Gain feedback on prioritized designs and specific pack elements so you can finalize a design that resonates and succeeds in market.

WHATS NEEDED?

Respondents:

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Stimuli:

File format should be in PNG or JPG and range from 200 - 3500 KB depending on dimensions and resolution. Minimum: 500px height & width. Recommended 700~900px+ or if it match browser window resolution of 1000px+