

QRi QualiQuant®

# Design Lab™

Insightful & Diagnostic Evaluation of Design

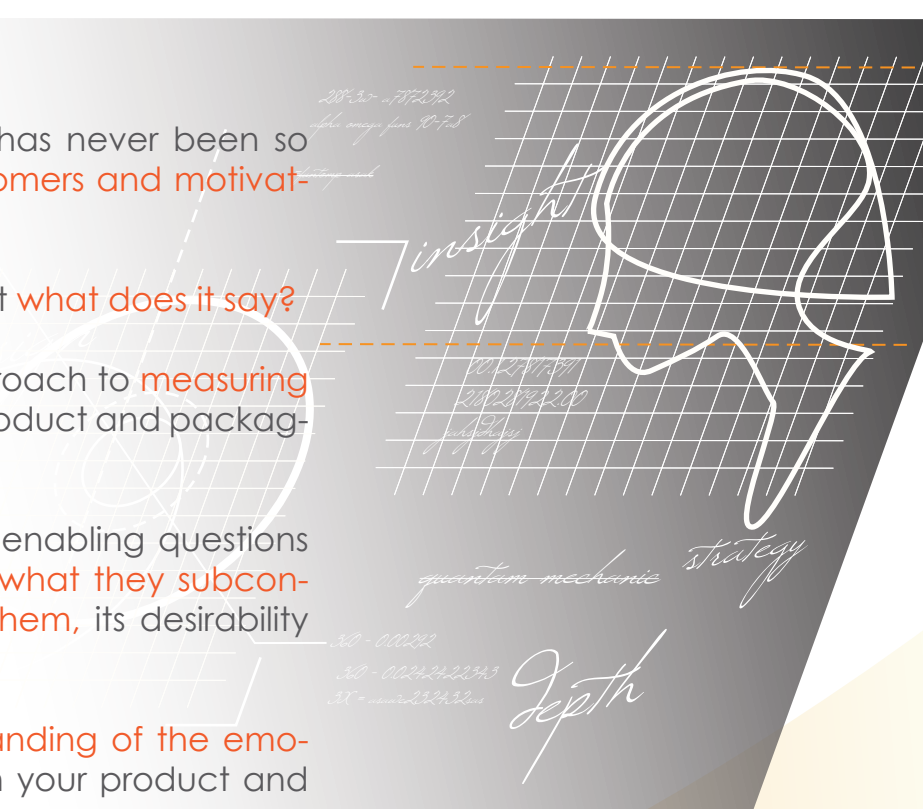
Product and packaging design has never been so important in attracting new customers and motivating loyalty.

Design “speaks” to consumers but what does it say?

Design Lab™ is our bespoke approach to measuring the emotion and personality of product and packaging design.

Using a range of projective and enabling questions we enable consumers to reveal what they subconsciously feel design is saying to them, its desirability and Brand fit.

The result is an in-depth understanding of the emotion and personality conveyed in your product and packaging design.



“  
The creative mind plays  
with the object it loves  
”



QRi Consulting  
Strategy - Depth - Insight

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