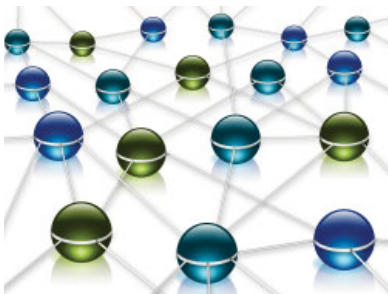


# Design Network



## Design Network is an ideal application for:

- Online research
- Product clinics

## Visual Measures of:

- Prototype image relative to target, competitor or “ideal” image
- Similarity of designs
- Design continuity in refreshed or updated designs
- Design consistency within a product “family”

Design Network translates consumers’ reactions to visual design into a common language for designers and marketers.

Evaluating a design is easy. However, consumers are often unable to articulate why they like one design over another. Design Network addresses this challenge by providing a non-verbal method whereby consumers can tell us what a design “means” to them.

## Implementation is easy

A Design Network test consists of presenting consumers with one or more test designs, such as a prototype automobile or packaging for a consumer household good. They then select from the network those images they feel “visually describe” the stimuli. Concepts such as “the ideal family vehicle” can be used also in place of a test design.

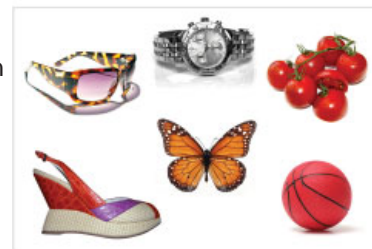
## Interpretation complements other research

By using this method, our industry experts and research professionals identify the “meaning” of a design to consumers. This includes the images most associated with a design as well as the underlying vocabulary used to describe a design.

Some of the benefits of using Design Network are the following:

- Diagnostics regarding a design’s motivating themes and direction.
- Placement of test designs within a validated landscape of design attributes and themes.
- A deeper, more descriptive characterization of a design than can be provided by words alone.

As part of the Design Network deliverables a visualization of consumers’ reaction to each design tested is provided. We call this the design’s DNA. From this we can derive the “meaning” of alternative designs, as well as measures of similarity, consistency and continuity.



## Incremental information provides insight

Consumers know what they like and what they don’t like, but have difficulty explaining this to others. Design Network delivers insights into this process. The underlying themes of a design become apparent when consumers communicate through visuals cues. Understanding these themes goes to the heart of understanding consumer response to design

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