

- About the

Tools

Based on

product semantics theories

Product category mapping tool: Aims

- How people make sense of the real world market scenarios crowded with competing products
- Which product is used as a cognitive reference to understand the category (Defining typical)
- Develop understanding of how people perceive and cognitively map product categories and what they are willing to include and exclude in the maps
- How people with different profile perceive and map products
- Researcher gets insight into peoples' understanding and the rules and norms that govern the locations of of these products on the map

Demo of the product category mapping tool

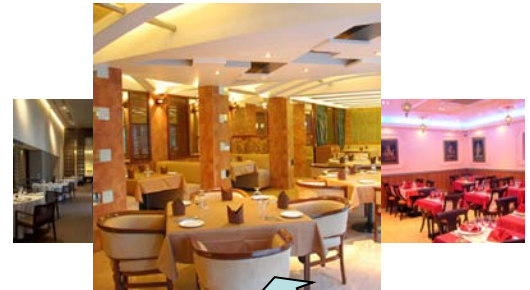
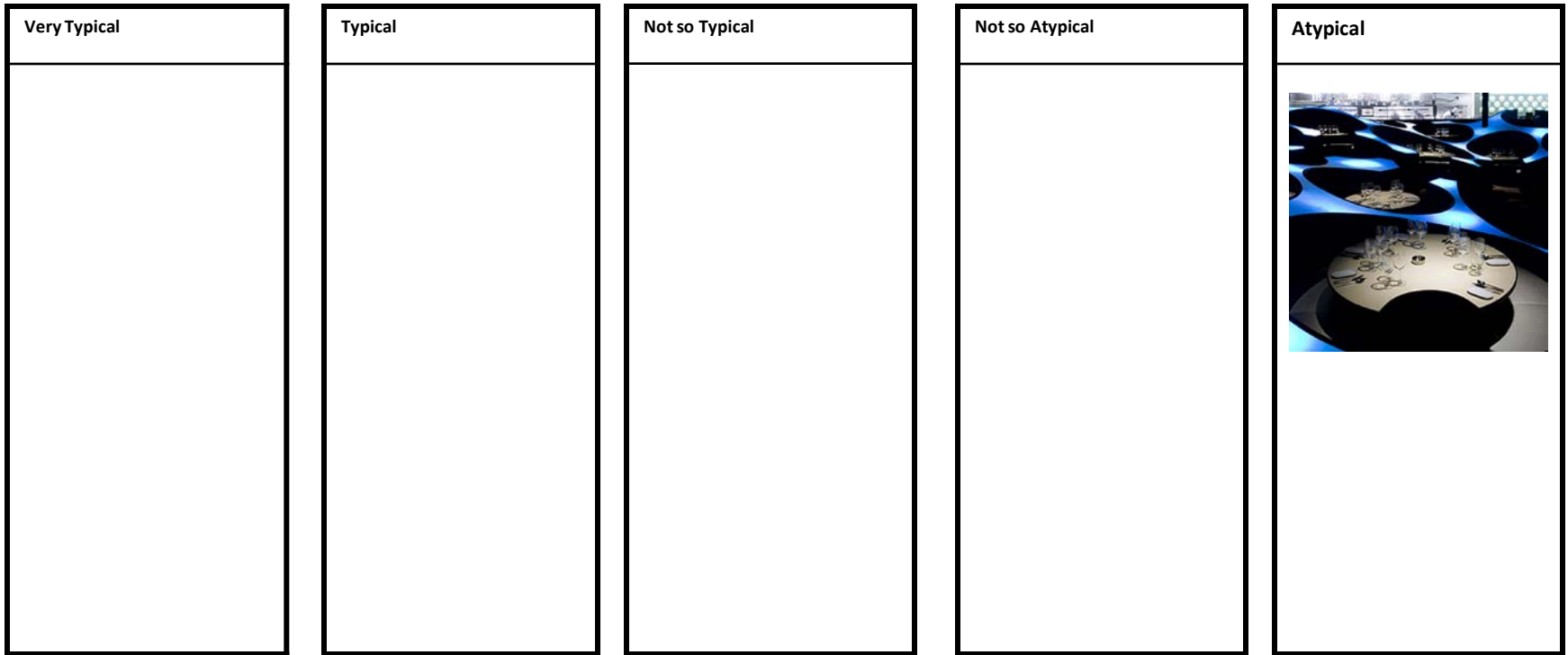
Process

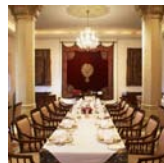
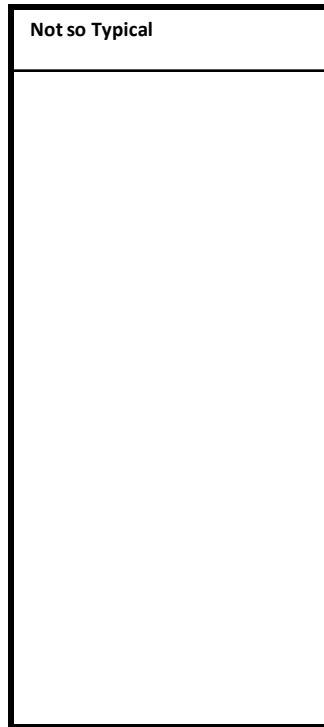
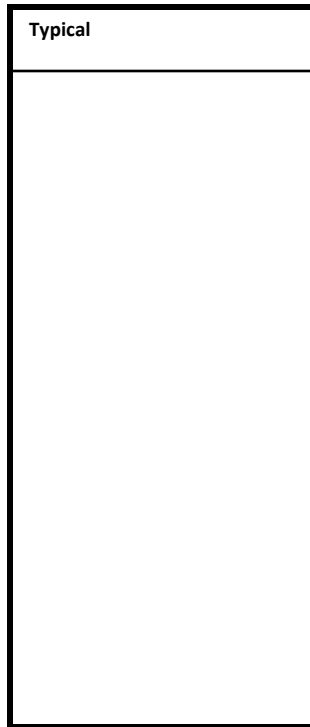
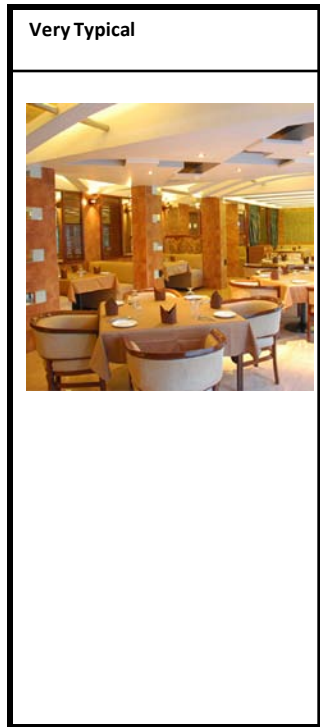
- Photographs of all the competing products from the market are presented to the respondents
- They drag and drop products (photos) into five categories from Very typical to very Atypical
- The results are presented back and they are asked to comment on their reasons
- When all the respondent complete the task, the data is processed and presented as a map
- On mouse over, map images will give (yet to be implemented)
 - statistical information
 - respondent comment
 - Decision time

Very Typical	Typical	Not so Typical	Not so Atypical	Atypical

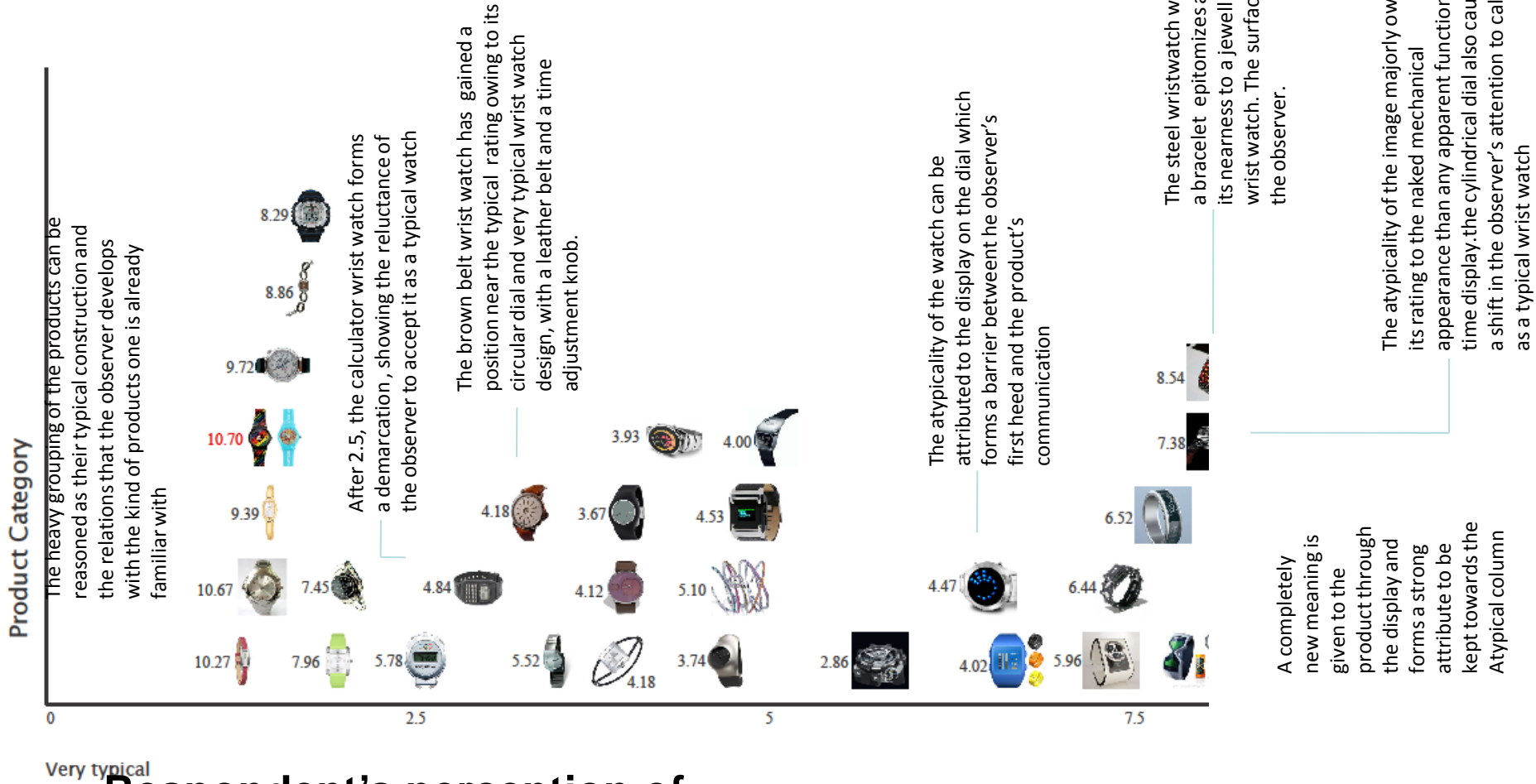


Step 1: Collect images of competing products and
 Ask respondents to give a typicality rating [1 to 5 scale] drag-n-drop



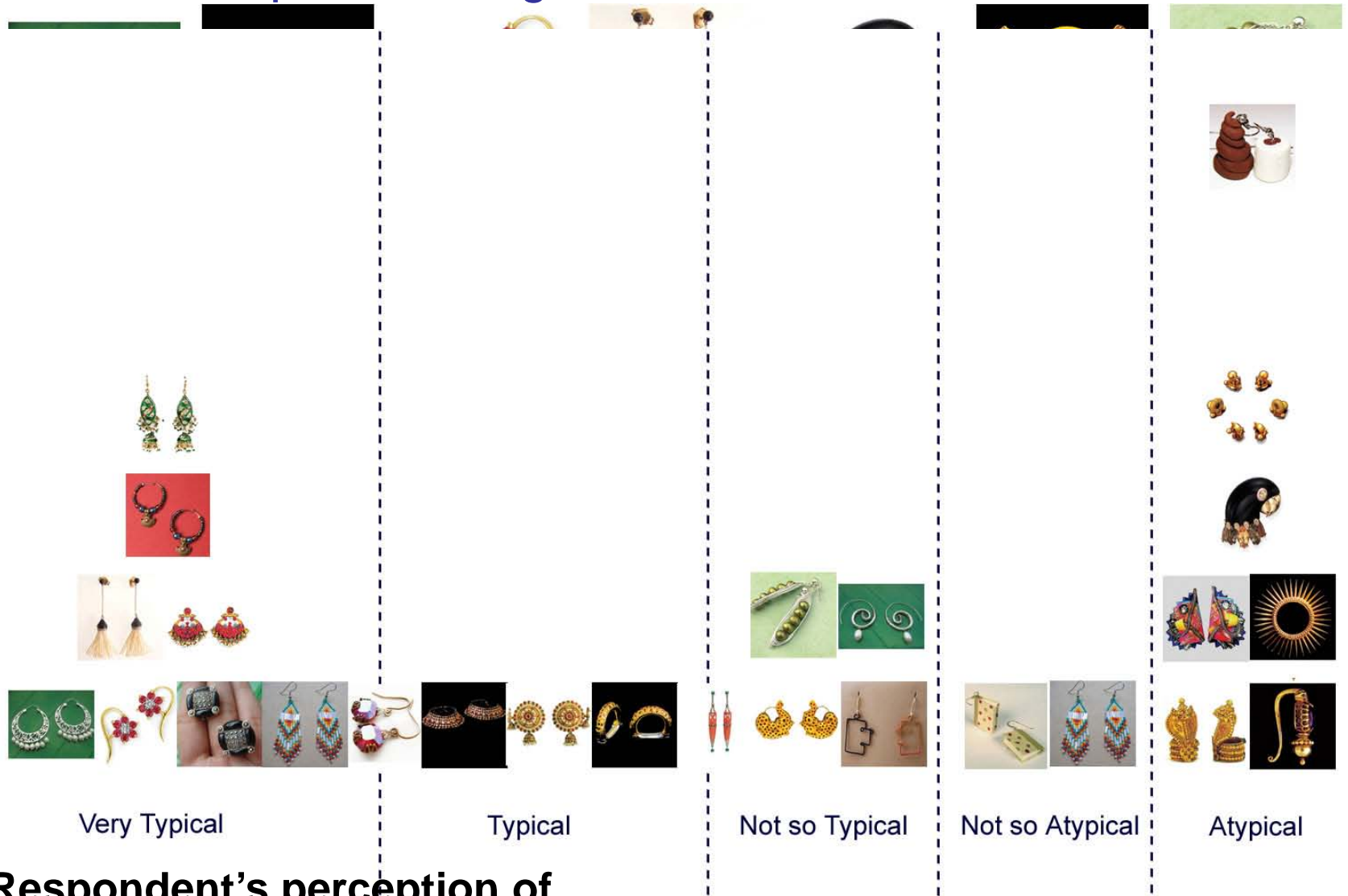


Product: Map for wrist watches with analysis



Respondent's perception of Wrist watch-ness

Fashion: Map for earrings



Respondent's perception of Earring-ness

Fashion: Map for ladies shoes

Respondent's perception of Ladies shoe-ness

ALL USERS



Very Typical → Very Atypical

Graphics: Map for stamps



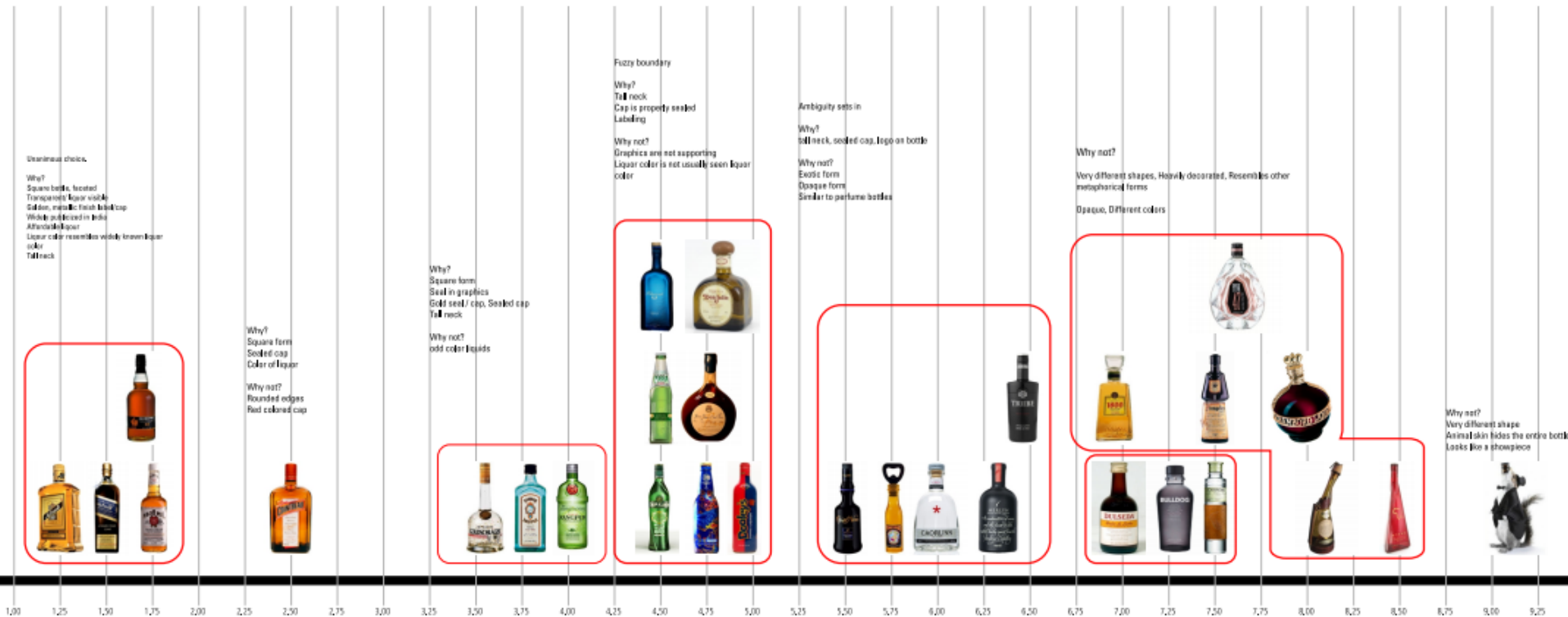
Very Typical

Atypical



Respondent's perception of Stamp-ness

Packaging: Map for liquor bottles



Respondent's perception of Liquor bottle-ness