



CONEMO - OBJECTIVE MEASUREMENT OF CONSUMER JUDGEMENTS

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THE BACKGROUND

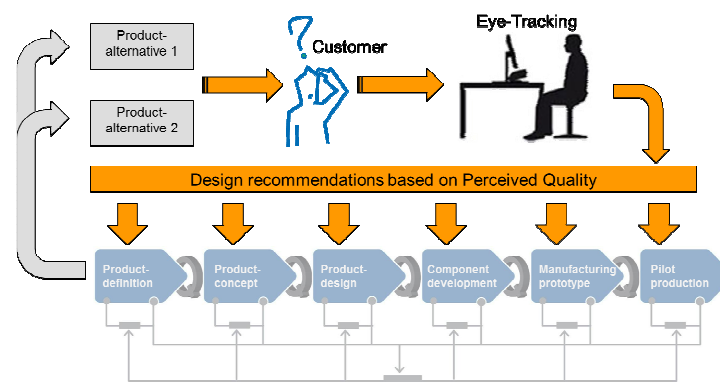
- The customer's subjective perception of product quality is central for the buying decision.
- Thus, companies have to consider quality judgments by consumers already in the early stages of product development.
- Yet, there is a lack of approaches which allow mastering this challenge in a systematic and scientific way.

THE CENTRAL GOALS

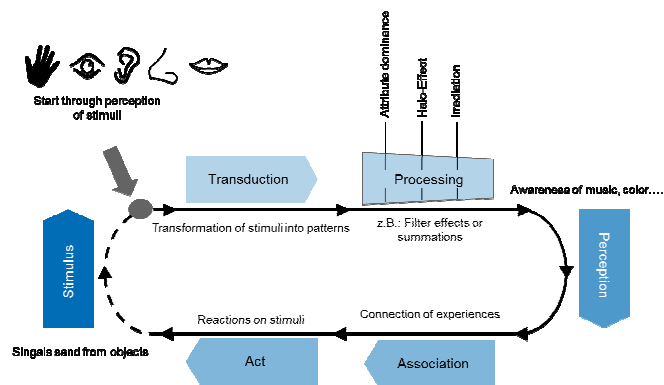
- Development of a measurement service to objectify and measure the customer's emotional judgment
- Establishing a classification catalogue based on quality gates in order to integrate the acquired data supportively into the product development process
- Reduction of development expenditures through the involvement of the customer's judgment

THE METHODS

- Capturing of physical reactions and, consequently, of physiological parameters of sensory organs during the product interaction (e.g. facial muscle-, heart rate- and skin resistance measuring as well as registering eye movements)
- Gathering of an objective database on customer emotions
- Linking of the results to established methods (inter alia Kansei-Engineering)



Integration of the results gathered through the CONEMO-project into the product-development process



Source: Naderer, G.; Betsier, E., 2007; Sautter-Schweib, P. et al., 2008

Product perception by the customer

Mit freundlicher Unterstützung von:

