

Desirability Testing



Desirability testing shifts the conversation from which design is best to which design elicits the optimal emotional response from users. The testing of the above ecosystems is done with subjects/users experience as feelings. Show customers (mocked) a prototype mock-up and ask to pick few adjectives that best describes how they feel about the design. Key entities could be the feel for the quality, appearance, ease of use.

Opportunity Canvas By Column

