

## Package design & shelf placement

*“Eye tracking adds unique data, such as which design features attract consumers’ attention and which do not, and which features consumers unconsciously consider when making decisions. It provides a more complete foundation for decision-making in packaging development throughout the entire process.”*

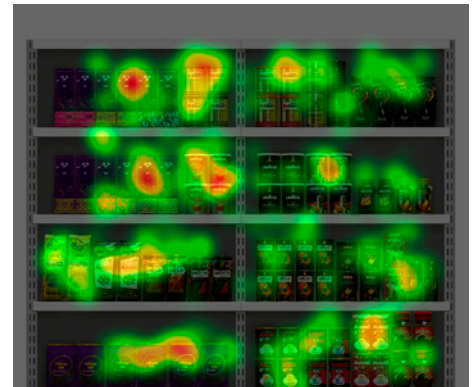
**Nina Kask, project manager at Packaging Media Lab.**

**Eye tracking is a valuable instrument in evaluating product package designs and is often used as a complement to conventional methods. Before introducing a new premium product line, Löfbergs Lila – one of the largest suppliers and roasters of coffee in the Nordic region – assigned Packaging Media Lab to test various package designs. The eye tracking phase of the study used a Tobii Eye Tracker.**

### Key questions asked

In the context of a possible line extension of a well-established brand, the goal of the study was to find out which package design best communicated exclusive coffee in the consumers’ eyes, which was perceived as innovative and which differentiated the product on the coffee shelf. The following research questions were listed:

- Which package and combination of design attributes (shape, graphic interface) best communicates exclusive coffee?
- Which design stands out best on a cluttered shelf?
- Which pricing interval should be set for the product line?



Heat map visualization showing the relative attraction powers of different designs and shapes in a shelf.



A respondent in front of a Tobii X120 Eye Tracker and a life-size store shelf projection.

respondents were shown alternative life-size projections of a store shelf to test attention-grabbing visual features of various packages.

In the second phase of the study, eye tracking was combined with choice-based conjoint analysis to find out which combination of design attributes (in this case, coffee packages) the consumers found to be most exclusive and which price point was optimal. Respondents were asked to evaluate four different pictures (choice sets) displaying six product gestalts, where each product gestalt was a configuration of a number of different package shapes, package designs and coffee prices (from a lower-medium to a premium price point).



Example of a choice set picture.

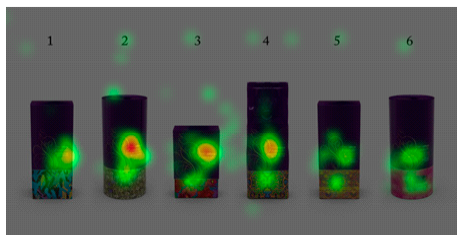
### The study

In cooperation with the Service Research Center at Karlstad University and the market research firm Attityd i Karlstad AB, Packaging Media Lab designed and conducted a comprehensive test using eye tracking combined with conventional market research methods. Data was collected from a sample of 40 consumers, who were directly recruited while shopping.

The eye tracking study was carried out as a quasi-experiment. In the first phase,

While the respondents were making their choices a Tobii Eye Tracker was recording what they were looking at.

When analyzing the data, fixation length on different product gestalts was calculated and connected to the verbal answers given by the respondents. The eye tracking data provided insight into which design attributes the respondents, on a subconscious level, were especially attracted to when making a decision.



Heat map visualization showing visual attention during the conjoint analysis phase of the study. Shape 2 received the most attention.

## The result

The interviews showed that a cylinder-shaped package was considered as most exclusive. It was also the package that attracted the most visual attention on the shelf.

*"The conjoint and qualitative analysis showed that Shape 2 was considered the most exclusive, independent of the graphic interface. The odds of consumers buying the new coffee for their own consumption could be best improved with Shape 2. Shapes 3 and 4 reduced the odds or had hardly any effect on the odds of consumers buying the coffee relative to the standard package Shape 1,"* says Professor Anders Gustafsson, Karlstad University.

The eye tracking data confirmed the results above, the cylinder design receiving the most attention.

More than contributing to the overall conclusions of the study, eye tracking also gave unique insights into the decision making process and provided valuable guidance in how to design the test.

In general, the study provided a strong foundation for decision-making regarding graphics, how product information should be formulated and pricing.

*"The research gave us solid support when promoting the packaging to management. It helped us gain a wider product range and more shelf space. The eye tracking phase, where the cylinders achieved the best results, gave us valuable information for tailoring marketing activities. The cylinder was the marketing hero and post-testing of recall in, for example, outdoor advertising also received very good ratings,"* says Åsa Olsson, Löfbergs Lila.

## About Packaging Media Lab

Packaging Media Lab offers consumer testing of packaging at point of purchase to reveal promotional qualities of packaging. It is owned by The Packaging Arena (BA) – a professional special-interest group for businesses, other organizations and researchers with a common goal – to create the packaging of the future based on consumer needs and sustainability. [www.packagingarena.com](http://www.packagingarena.com)

When conducting tests and developing methods, Packaging Media Lab collaborates with researchers at the Service Research Center at Karlstad University in Sweden – one of the world's leading research centers, with a strong focus on service management and creation of value through services. [www.ctf.kau.se](http://www.ctf.kau.se)

## About Löfbergs Lila

Löfbergs Lila is one of the largest coffee roasters in the Nordic region, offering a wide range of coffee roasts. [www.lofbergslila.se](http://www.lofbergslila.se)

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