

**PROJECT NAME:** Pick Your Perception

**TEAM:**

- Nicolas Breccia (s1101221@studenti.univpm.it)
- Pia Palumbo (s1102432@studenti.univpm.it)
- Antonella Tancredi (s1102461@studenti.univpm.it)

**DESCRIPTION:**

Pick is a visual survey, made up exclusively of images, which captures the perceptions of consumers and helps companies understand how to aesthetically build their product so that it is perceived correctly by the market.

Companies design their market strategies but then have difficulty in making the product perceive in the correct way. With our visual survey companies are able to create a product that is perceived in the correct way and is the realization of business strategies

Our market segment is made up of small and medium-sized enterprises that own e-commerce.

How to:

The company provides us with the list of contacts subscribed to their newsletter, then we send a newsletter to the customers with our link that will direct them to our visual survey.

In the visual survey, they are asked to express their aesthetic preferences by choosing images.

At the end, we will be able to provide the best choice so that the product is perceived in a way that is consistent with their business strategy and with market's preferences.



