

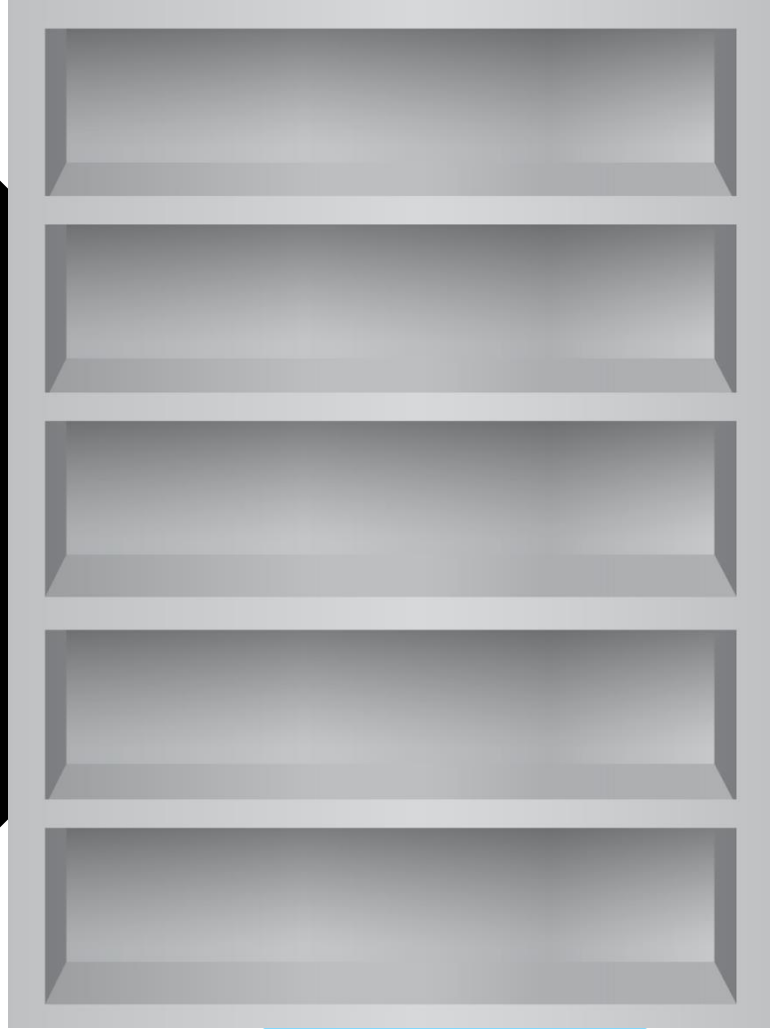
floodlight

POWERED BY MINDSIGHT

Findability Exercise Stimuli Preparation Guide

1. Start with the shelf

We can have a maximum of 20 product images on our virtual shelf. These images or “facings”. We have a maximum of 5 shelves with 4 products on each one.



\$2.50
16 fl. oz.

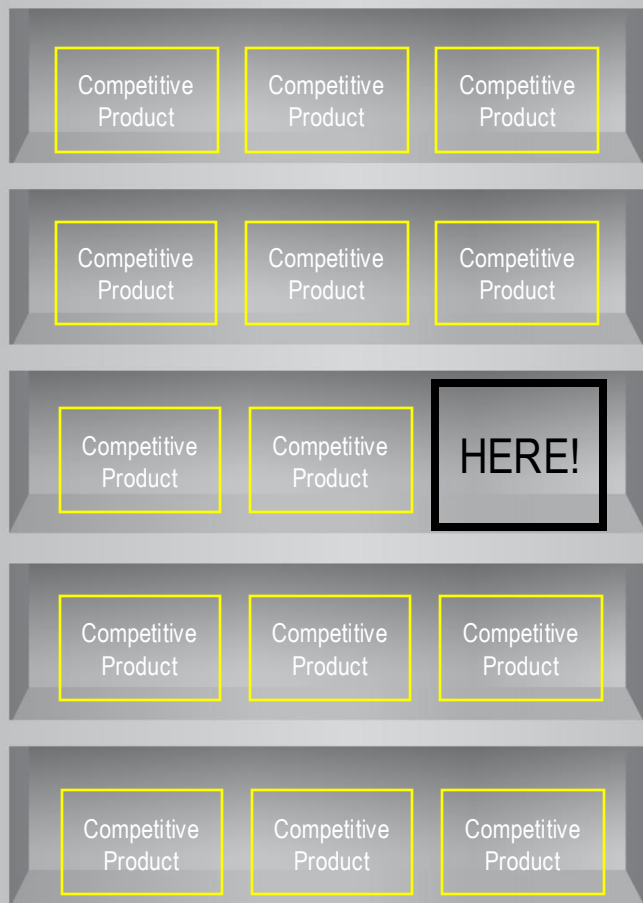
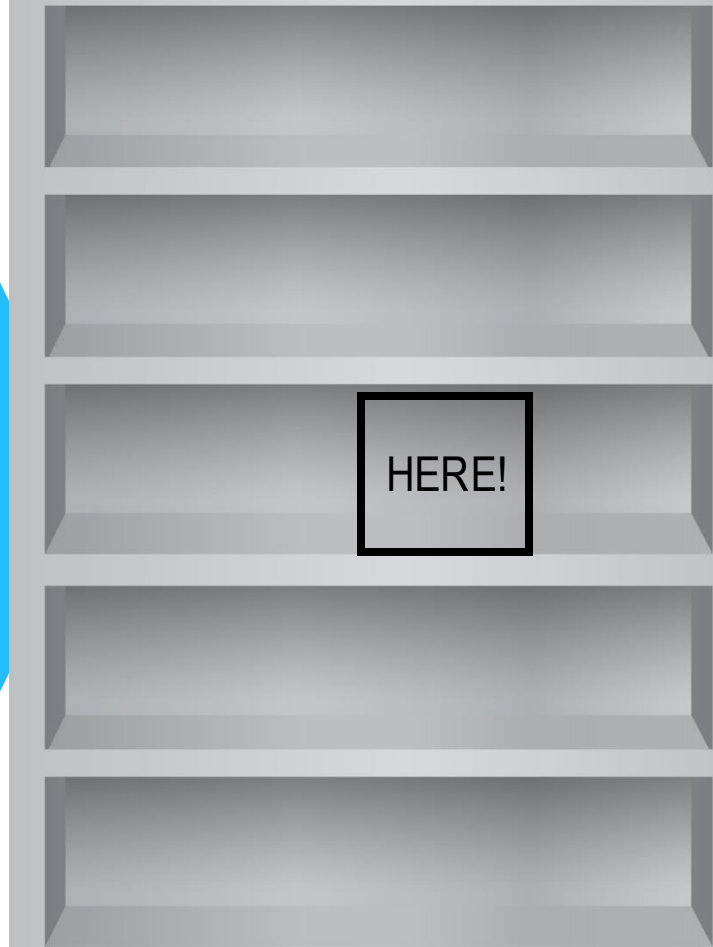
Note: Your stimuli shouldn't be blurry like this.

2. Get Your Concepts Ready

- Get your concept image.
- Make sure you remove the background from the image.
- Gather the price and size information for the product. (i.e. \$2.50 for 16 fl. oz.)
- Repeat for all concept you are testing.

3. Pick a Spot For Your Test Concepts

All the package concepts you are testing will be displayed in the same spot. Generally, we recommend that this spot is around the middle of the image.



4. Place your other product around that Spot

Place the other products that you'd like to show on the shelf around this this spot.

Make sure product images have transparent backgrounds and are scaled appropriately based on the size of the product.

5. Create a copy for each concept you are testing.

Create a copy of the shelf for each concept, replacing only the test concept image, price and size. Leave all other products unchanged.

If you have a competitive benchmark, swap your product and the competitive benchmark for that image only (place the benchmark in the “here”)



4. Double Check Each Shelf

Once you have created each shelf double check to the information on each is legible and that you have the correct package in each image.

