

PRODUCT DESIGN BALANCE

Product Name: _____

I as a _____

Need the _____

So that I can _____

So I can feel _____

ROLE

PRODUCT

BENEFIT

EMOTION

PRODUCT DESIGN BALANCE

Features, Benefits and Emotions

Emotions drive behaviour, people don't buy in products for features, they buy into them for how they make them feel. Use the simple table below to think through the features, benefits and emotions of your products and services.

Features	Benefits	Emotions