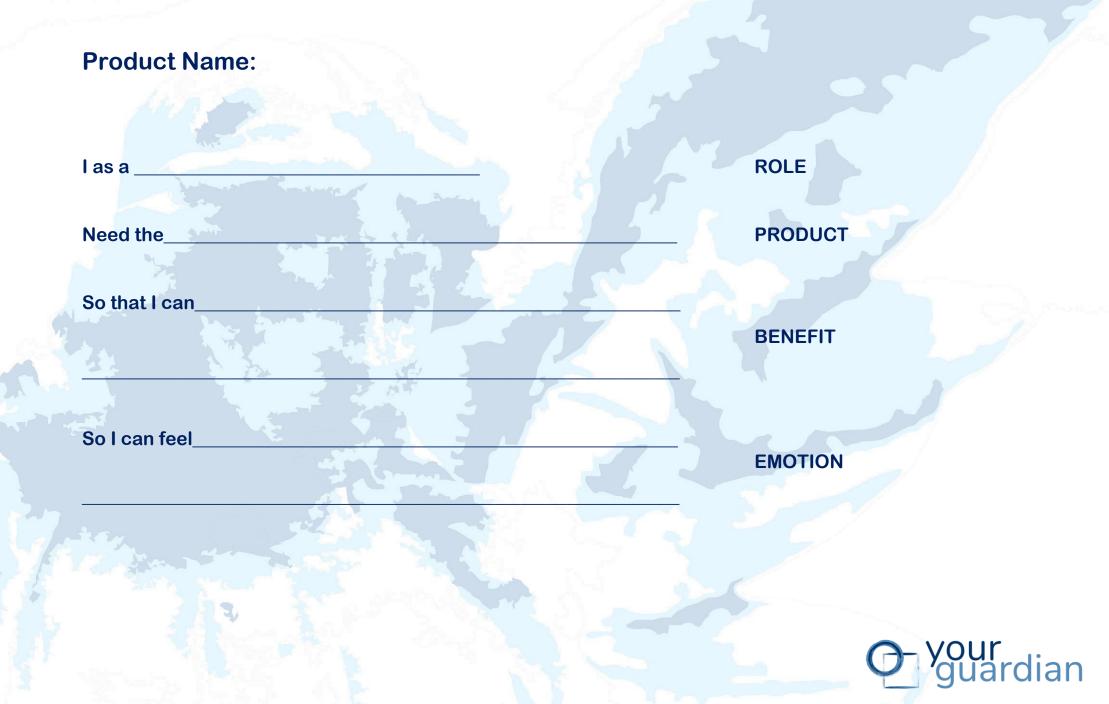
## **PRODUCT DESIGN BALANCE**



## **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.



