



SAM Sensory and Marketing
International

SAM Study | 649

Computer mouse design:

**Importance of ergonomics for consumer
satisfaction**

This study replied to the following questions:

- Which is the favourite PC mouse and why?
- How to understand and explain users' liking AND ergonomics?
- How to develop a tailor-made mouse based on different users' needs?
- Which are the most promising market opportunities for new designs?

The “why reasons” of PC mouse overall liking

PC mouse sensory profiling

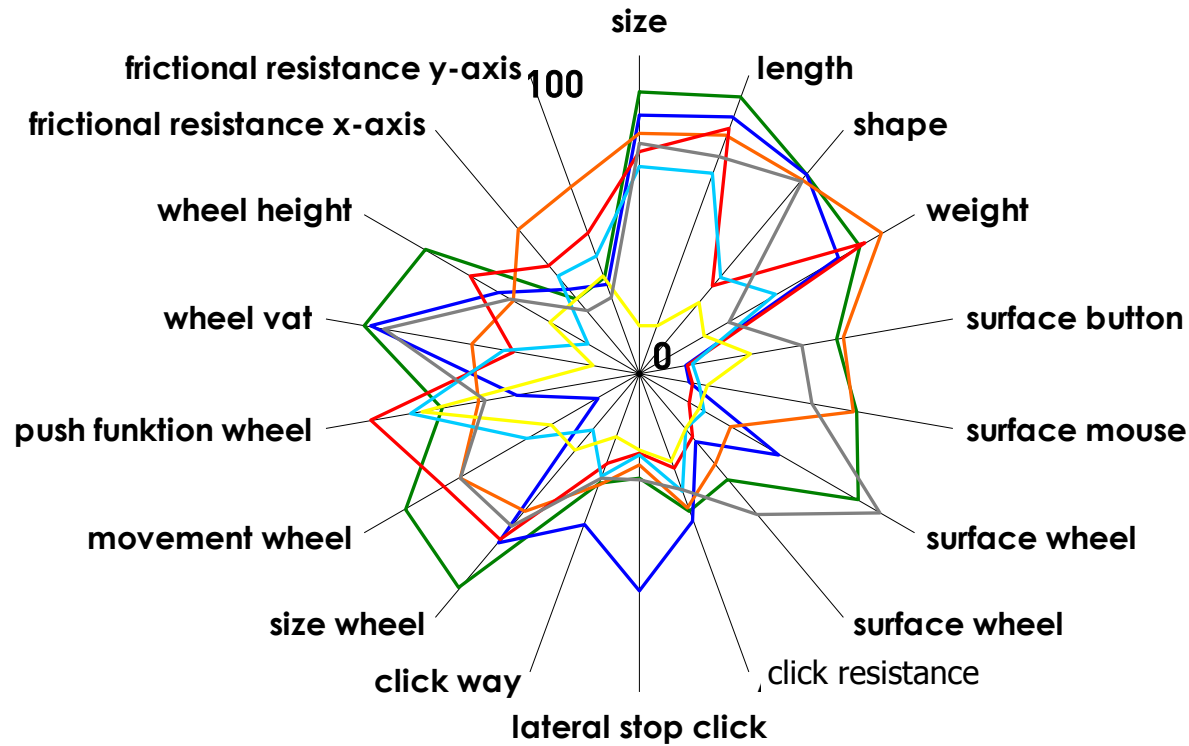
Trained panellists described and quantified ergonomics and handling product properties

Modeling users' liking to define key drivers of product performance

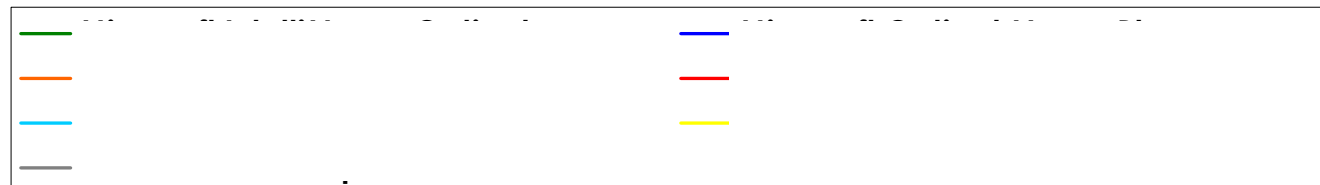
Liking, ergonomics and handling test

Evaluation of pc-mouse in blind by common users

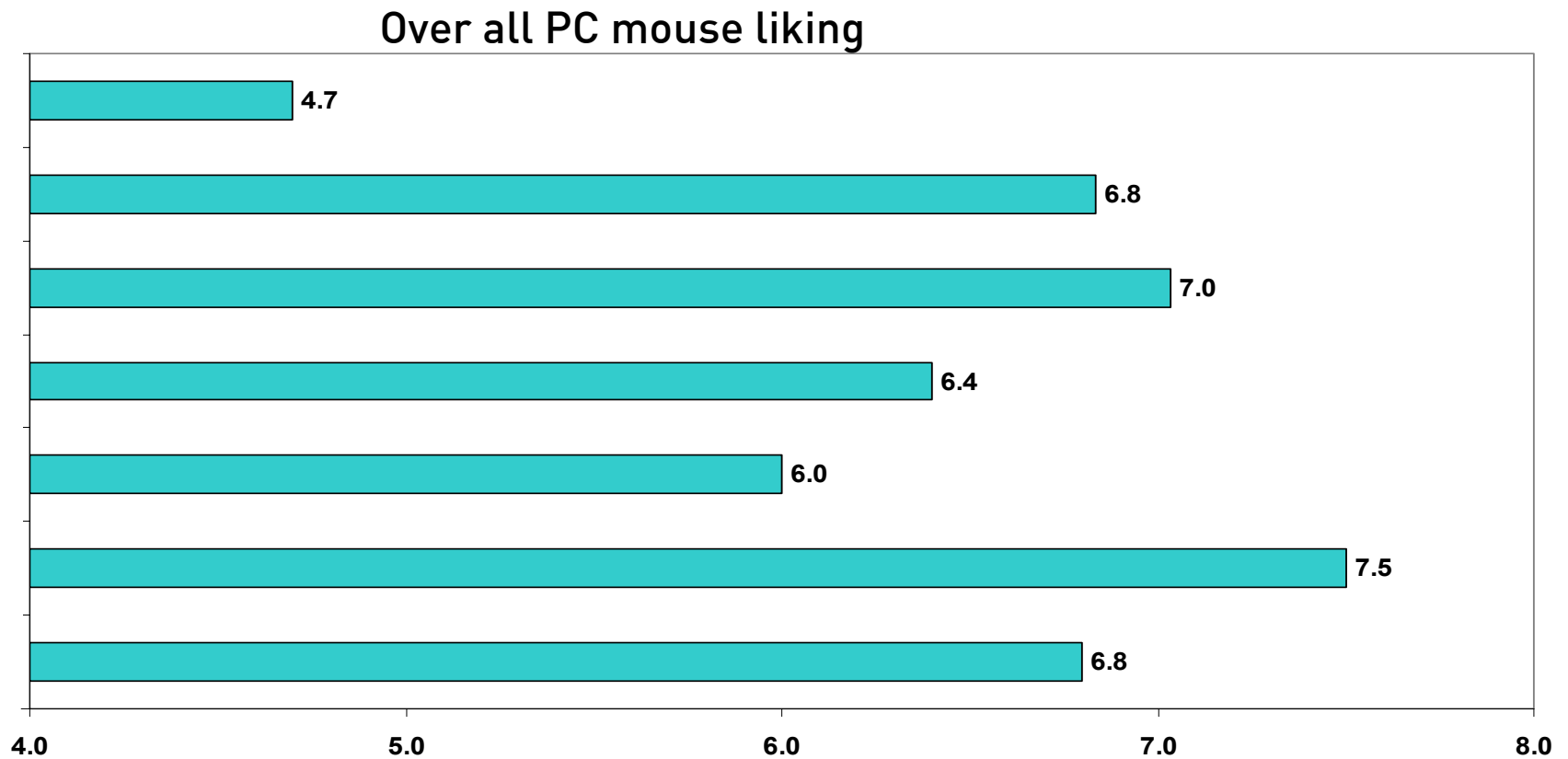
PC mouse sensory profiling



Summary of the objective product description and of the main sensory differences



Which is the best performing (aesthetics, ergonomics and handling) PC mouse?





The entire study contains detailed information about:

- How to understand user's rational and emotional perceptions of products like a PC mouse for effective product development and marketing strategies

Please, contact us in case of interest for study presentation and more results:

SAM Sensory and Marketing
Switzerland AG
Albulastrasse 57
CH - 8048 Zürich
Phone: + 41 44 439 70 40
Fax: + 41 44 439 70 41
info@samresearch.com

SAM ASAP Sensory and Marketing
Germany GmbH
Drachenseestrasse 1
D - 81373 München
Phone: + 49 89 743 767 0
Fax: + 49 89 769 696 3
samger@samresearch.com

SAM Sensory and Marketing
Italy s.r.l.
Viale Monza, 270
I - 20128 Milano
Phone: + 39 02 27 00 70 19
Fax: + 39 02 27 00 10 97
infoit@samresearch.com

SAM Sensory and Marketing
France S.A.R.L.
16, rue Martel
75010 Paris - France
Phone: + 33 1 48 24 61 00
Fax: + 33 1 48 24 61 10
infofra@samresearch.com

SAM Sensory and Marketing
Spain S.L.
Aragón, 270, 03-01
E - 08007 Barcelona
Phone: + 34 93 467 64 60
Fax: + 34 93 467 64 61
infoSpain@samresearch.com

Other SAM studies available

Study no.	Purpose / object	Title
SAM Study 624	Product design orange juice	A category review on orange juice. What's the best Marketing Mix?
SAM Study 633	Potatoe chips case study	International category review on potatoe chips. Consumers' acceptance and chips optimization opportunities.
SAM Study 634	Branding and Innovation on ice tea	Innovation mapping for ice tea. Preferences and product developement opportunities for brands of peach ice tea.
SAM Study 641	European Product Profiles: Beer	Sensory profiling and mapping of the 60 most important European beer brands.
SAM Study 644	Vanilla ice cream case study	Category review. Brand impact measurement and cluster identification to reveal market potential.
SAM Study 645	Jeans case study	Understanding consumers' rational and emotional perceptions for product design and marketing.
SAM Study 646	Marketing Mix Assessment	A category review on yoghurt drink. What's the best Marketing Mix?
SAM Study 647	Skin care case study	Understanding users' liking and product effectiveness for successful market positioning.
SAM Study 648	European Product Profile: Red wine	Sensory profiling and mapping of the 60 most important European red wine brands.
SAM Study 649	Computer mouse design	Importance of ergonomics for consumer satisfaction.
SAM Study 650	German beers: "Pils" and "Mild"	Category review. Sensorial positioning, consumers' acceptance blind and branded in Nielsen regions.
SAM Study 651	Marketing Mix Assessment	Estimate new sweetening systems potentialities and benefit claims' opportunities in orange lemonade.
SAM Study 652	Packaging design	Aesthetics, ergonomics and handlings of milk packaging