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The Age Of Style In Consumer PCs

by J.P. Gownder
for Strategy Professionals



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Visual Design Takes Center Stage In 2007, Explodes By 2012

by **J.P. Gownder**

with Bradford J. Holmes and Heidi Lo

EXECUTIVE SUMMARY

The consumer PC industry is entering the Age of Style, a time in which radical form factor innovations, increased aesthetic diversity, and consumer choice and personalization will determine which models, and which PC vendors, win or lose. Although style hasn't yet become as important for PCs as for products like automobiles, consumers exhibit a latent demand for stylish PCs and are willing to pay a style premium. The growing importance of style will alter the competitive landscape along the axes of branding, consumer segmentation, product development, and multi-PC households. Strategists at PC vendors that don't have a design strategy now are already behind the eight ball. By 2012, innovations in design will yield multiple new product categories and form factors tailored to specific applications and rooms in consumers' households.

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NOTES & RESOURCES

Forrester interviewed five vendors, Alienware, Dell, Gateway, HP, and Sony, and a design expert from frog design, Senior Vice President of Creative, Mark Rolston.

Related Research Documents

["Scenario-Engaged Consumers"](#)

January 26, 2007

["Vista Will Enter The Market On High-End PCs"](#)

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THE CONSUMER PC INDUSTRY IS ENTERING THE AGE OF STYLE

The consumer PC industry sits at the threshold of a radical transformation of competitive dynamics. Style and visual design will become a top-tier strategic concern for PC vendors, determining which successfully increase profits and market share. Monotonous, one-size-fits-all designs and monochromatic palates will be replaced by radical new form factors and an exponential increase in aesthetic choices. The Age of Style puts at risk existing brand associations, and strategy professionals' jobs, as new product designs are tested against the ever-changing whims of consumers.

Aesthetic concerns — color, material, shape, thinness, and weight — are integral to style. As described in this report, however, style and visual design reaches beyond aesthetics and variety, the ways in which design elements are combined to personalize a PC, to include radical innovations like new form factors and levels of customization. Vendors that have employed style as a strategic differentiator for many years form the vanguard of today's innovators:

- **Apple has always invested in style.** Apple is renowned for its use of style, arguably, over its entire 30-year history in the PC industry. The original Macintosh established a unique form factor during the 1980s. Today, Apple's PCs, iPods, and peripherals create a continuous look-and-feel across the company's product sets. In its PC vision, Apple is a high concept niche brand that offers one style rather than many styles.
- **Alienware appeals to a micro-segment of consumers.** Now owned by Dell, Alienware employs sophisticated industrial design and manufacturing techniques and striking styling. The company's strategy has been to craft a well-defined brand image that addresses the needs of one particular consumer subculture, the "heavy gamer" micro-segment.
- **Sony experiments with high-end style.** Sony's appeal to high spenders is increased by its willingness to create unusual variations on form factors like ultra-portables and ultra-mobile PCs. It was among the first to move from using style as a generic differentiator ("our laptop is the thinnest in the industry") to a personalized one ("express yourself as an individual by carrying around one of our many diverse laptop styles"). Sony offers color variation in mass retail and name engraving for several of its PCs. The company's design acumen derives in part from its experience with TVs, cameras, media players, and the PS3, and extends to user interfaces like the forthcoming Media X-bar.

The Consumer PC Industry Can Learn From The Automotive Industry

PC vendors often express frustration to Forrester about how to differentiate their products. PCs, albeit general-purpose devices, are nevertheless used in very different ways by consumers with varying backgrounds, needs, and objectives. Beyond technical performance, what strategy will earn PC vendors stand out appeal in the eyes of their target customers?

The more than century old automobile industry traveled a similar road many years ago. The industry transformed itself from a manufacturer of cookie cutter products with singular functional appeal

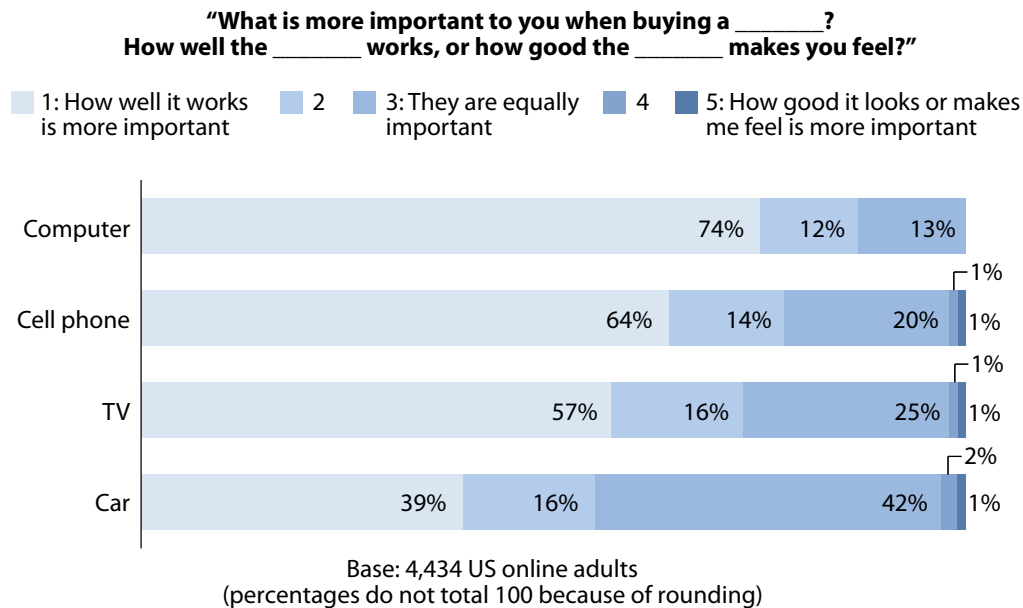
to one that shapes and satisfies the style and psychic needs of myriad consumer segments. How? Automakers took a general purpose product and:

- **Diversified the form factor.** “Automobiles” became small, mid-sized, and large cars, sedans and hatchbacks, trucks, SUVs, sports models . . . the list goes on. The generic concept of an automobile lives on, but competition plays out within highly specialized groups of sub-products.
- **Personalized the options.** Far removed in approach as well as time from the purveyors of the Model T, today’s automakers offer dazzling arrays of colors, materials, shapes, and add-ons — spoilers, hubcaps, sunroofs — to empower consumers’ self-expression and exercise of choice.
- **Engaged the buyer’s psyche.** Automobiles also moved beyond simple aesthetics to a broader sense of design that encompasses ergonomic concerns, brand image, and styling, combined such that merely technical or physical features (e.g., the number of CDs that can be loaded, engine horsepower, leather seats) are coordinated into an *overall* experience and market appeal.
- **Introduced the showroom model.** Carmakers learned the power of retail exhibition, that is, of offering consumers a simulated sense of choice and shopping experience.

Style In PC Preference Is Only Beginning To Register...

To determine the importance of style across key purchase categories, Forrester asked consumers to evaluate PCs, cell phones, TVs, and automobiles in terms of the importance of function and style in their purchase decisions (see Figure 1). The question set up an idealized dichotomy between “how well it works” and “how good it looks or makes me feel” as being most important. The results reveal that:

- **Consumers place style on par with function for automobiles.** For cars, products that literally can kill you if they don’t function well, a plurality of consumers (42%) said that how well they work and how good they look or make them feel were “equally important.” This is evidence of the maturity of the automobile industry with regard to style; many consumers simply accept design as a critical attribute of automobiles.
- **Televisions have made strides on style.** TVs play a central, public role within peoples’ homes, and 25% of consumers believe style and function are equally important in their purchase decisions.
- **Mobile phones have leapfrogged PCs.** The automobile and television industries have both had more than 50 years to mature along the style axis. Yet mobile phone buyers, a class for fewer than 15 years, already incorporate style into their purchase priorities to a greater extent than PC purchasers.
- **PCs haven’t yet reached the same level of maturity as cars, TVs, or mobile phones.** Today, the PC continues to be viewed as a functional device by fully 74% of consumers; only 13% believe style and function are of equal importance in their purchase decision.

Figure 1 In Contrast To Cars, Function Trumps Style For PCs

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

41631

Source: Forrester Research, Inc.

...But Consumers Already Show Latent Interest In PC Style

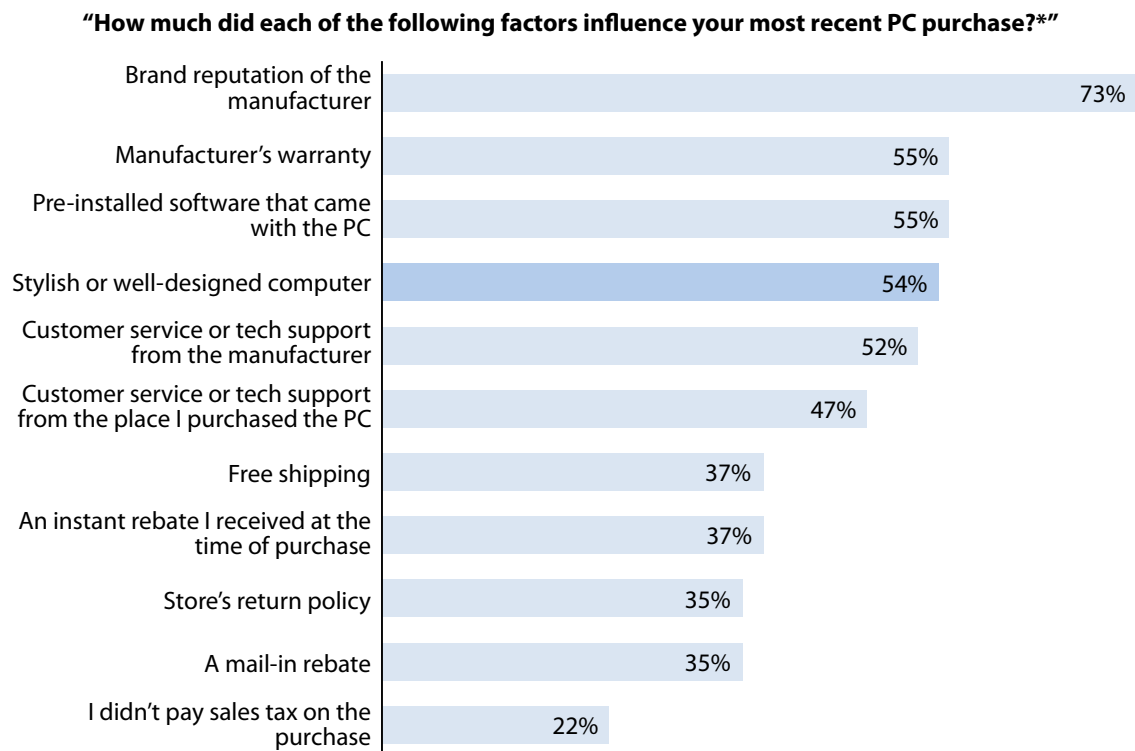
If style doesn't yet equal function in PC purchasing, it does play an important role (see Figure 2). Even as PC vendors today conduct extensive research and invest heavily in planning every tactical detail of their consumer PC offerings, from warranties, to which pre-installed software to include, to rebate calculations, style is already a top-tier concern for consumers:

- **Style is as important to PC buying as are warranties and pre-installed software.** Consumers rate these factors about the same in terms of importance when purchasing a PC.
- **Style is more important than rebates and return policies.** Consumers rate instant (37%) and mail-in (35%) rebates and return policies (35%) less important than style in their PC purchase decisions.
- **Brand reputation is more important than style, but style affects brand.** Brand reputation exceeds style by 73% to 54%, but style increasingly defines, reinforces, and differentiates brands, so these characteristics are more intertwined than competitive.

Forrester employed a battery of attitudinal statements to assess consumers' beliefs about function and style in a variety of contexts (see Figure 3-1). These attitudes tell us:

- **Function trumps style in general.** General attitudes towards statements like “I would pay more for a product that is designed to last longer” and “I’m happy to spend less for a basic product that works well” show a *general* attitudinal bias among US consumers towards functionality. Yet, as we saw with the car industry, style can rise much further in consumer’s preferences, particularly as markets mature and competition intensifies.
- **A sub-segment of consumers cares about style.** Thirty-seven percent and 28% of consumers, respectively, identify with the statements, “Good design is important to me” and “I want the things I own to reflect my sense of style.” Consumers who care generally about style make up an important, if minority, bloc of the population.
- **Style will grow in importance as Generation Y ages.** Breaking down key attitudes by age cohort reveals that younger consumers care more than older ones about design (see Figure 3-2). Style, in general, is becoming more important to consumers across all product categories.

Figure 2 Style Ranks With Warranties And Software In Consumer PC Buying Decisions



Base: 2,714 to 3,955 US online adults that had each factor available

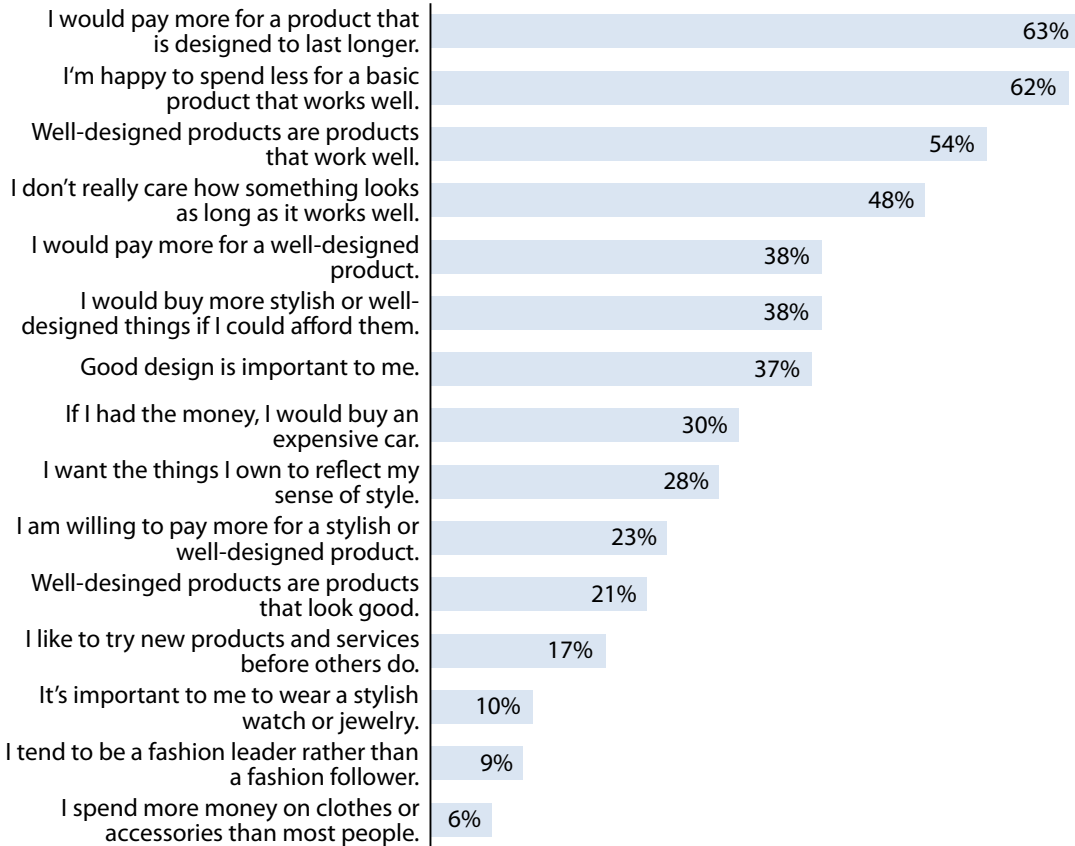
Source: Forrester’s NACTAS Q4 2006 Devices & Access Online Survey

* Percentages shown are 4s and 5s on a 5-point scale from 1 (Did not influence me at all) to 5 (Influenced me greatly).

Figure 3 Function, Style, And Generational Preferences

3-1 Function appeals over style in general

“How much do you agree with the following statements?”



Base: 4,434 US online adults

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

3-2 Younger generations show more interest in good design

Agree with the statement that “Good design is important to me”*

All consumers	Gen Y (18-26)	Gen X (27-40)	Younger Boomers (41-50)	Older Boomers (51-61)	Seniors (62+)
37%	46%	39%	37%	35%	30%

Base: 4,434 US online adults

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

*Percentages shown are 4s and 5s on a 5-point scale from 1 (Strongly disagree) to 5 (Strongly agree)

FIVE WAYS STYLE WILL ALTER THE PC LANDSCAPE

Growing consumer demand for stylish PCs will collide with a massive upswing in vendors' investments in design innovation. The combination of demand-side pull and supply-side push will create an entirely new basis for competition in the consumer PC industry.

This radical change in industry dynamics will fundamentally change the role of PC strategy professionals and technology marketers. Style will affect all of the "four Ps." Strategists and marketers will have to weave design concerns into their thinking about every facet of their companies' strategies as:

1: Style And Design Becomes A Critical Brand Attribute

Until recently, style remained a secondary concern for most PC vendors. Style will become critical over the next three years, with vendors filling various market positions:

- **Elite niche brands will proliferate in the market.** Apple currently fills this role. Like Louis Vuitton in fashion or Audi in automobiles, Apple created a single look and feel that stretches across its product categories, a quintessential strategy for an elite niche player. Consumers buy into the Apple identity as reflected in the aesthetic uniformity of its components. Alienware also falls into the elite niche brand category. Expect to see emerge additional elite niche players targeting very specific types of buyers.
- **Dell will infuse its brand message of customization with style options.** Enabling consumers to mix, match, create, and re-mix the designs of PCs will become a key Dell market offering. Dell's brand messaging is predicated on customization already, and style will suffuse the choice set available to consumers. In contrast to Apple's single-look approach, the customization player must embrace plenitude and diversity, a multiplicity of mix-and-match options from colors to materials and finishing details. Dell is the natural heavyweight to occupy this market position.
- **HP will bolster its brand image of innovator with radical form factors.** HP's TouchSmart PC represents an entirely new form factor for PCs. Designed with a touch-screen interface that leverages a proprietary software layer built on Windows Vista, the TouchSmart can be placed in household rooms like the kitchen for common access by entire families. Building on this effort, and consistent with its brand positioning, HP will inhabit the inventor market position, introducing radical concepts into the marketplace. Some of these will be winners, others losers, but the efforts will move the market forward in terms of style and visual design.
- **Low cost style: the Target player.** Like retailer Target, which combines low prices with an attention to style, the PC market will see the emergence of one or more low cost style players. Gateway will try to fill this niche, as will Acer, but the winner could be an Asian system builder like Asus.

2: Vendors Design PC Models With Specific Consumer Segments In Mind

Much PC design today is led by Asian original design manufacturers (ODMs), according to frog design's Mark Rolston.¹ ODMs focus on identifying which materials and forms can be manufactured in a cost effective way, and trying to fit these models to PC vendor requests. This equation leaves consumer needs a secondary concern following ODM capabilities.

The Age of PC Style will turn this equation on its head: PC industry strategists will design models for specific segments. Whether based on digital lifestyle scenarios (segments like gamers or video/movie enthusiasts) or on demographic and attitudinal considerations (segments like connected families, young women, and seniors), segments will become intertwined with style. Alienware's approach to gamers will become common across vendors and segments: the video/movie enthusiast PC looks like a home theater component, a gamer's PC like something from science fiction. ODMs will have to compete in, adapt to, and improve, rather than lead, the design process.

3: Radical Form Factors Create New Usage Models

Today's PC industry contains two basic form factors: desktops and laptops. Tomorrow's PC industry will encompass a wide variety of form factors, styled in accordance with consumer segments, expected applications, and rooms in the home. Two early examples are:

- **HP's TouchSmart aims to become the Nintendo Wii of PCs.** Whether or not it ultimately gains widespread acceptance, HP's TouchSmart represents a radical departure from traditional PCs. Its touch-screen technology has the potential to do for PCs what the Nintendo Wii's handheld motion remote did for game consoles, create a new product category with a radical user interface. By replacing the tabletop mouse with a tactile, intuitive, space-saving data entry mechanism, the TouchSmart can claim kitchens and other mouse-free areas of the home.
- **Alienware's Hangar 18 targets the home theater space.** Shaped and styled like a home theater component, the Hangar 18 brings the media center capabilities of Windows Vista to the living room for consumers with HDTVs. The Hangar 18 typifies the limited use nature that some of the radical form factors will take, stripping away extraneous functions in favor of single application scenarios designed for specific rooms in the household.

4: Multiple PCs Proliferate Throughout The Home

With improved styling, room-specific design, and limited use form factors, multi-PC US households will proliferate.² High-end segments — high-income, technology optimist consumers — will lead the adoption of new form factors, leading to growth in the number of households with three or more active PCs in operation. High-end consumers could conceivably have one or more laptops, a desktop acting as a server, a touch-screen PC in the kitchen or other common area, and a Hangar 18-style media center console all in the same household.

5: Style Commands A Dollar Premium In The Market

Style will add perceived value to every PC model sold, helping vendors escape the secular commoditization that has plagued the industry. A style premium exists in two senses:

1. **Among style-conscious consumers** — The 23% of consumers who say they would “be willing to pay more for a stylish or well-designed product” expect to pay 26% more for desktops and 33% more for laptops than average consumers (see Figure 4).
2. **Among all consumers** — Forrester employed a Van Westendorp Price Sensitivity Measurement technique to calculate the style premium for laptops and desktops (see Figure 5).³ PC strategists whose companies pursue a low cost, “Target-type” style strategy should focus on the style premium available for laptops and desktops considered “a bargain.” PC strategists whose companies pursue a higher-end style strategy should focus on the premium associated with consumers who see stylish PCs as “expensive, but (they will) still purchase it.” For both laptops and desktops, style commands a measurable premium across the entire PC buying population.

Figure 4 Style-Conscious Attitudes Lead To Higher Price Willingness

“How much do you expect to pay for your next . . .”
(Mean amount, US\$)

	Haircut	TV	Car	Desktop	Laptop	Digital camera	Mobile phone
All consumers	\$17	\$755	\$17,857	\$799	\$776	\$276	\$73
Style-conscious consumers*	\$22	\$1,135	\$22,549	\$995	\$978	\$355	\$105
Additional value among style-conscious (percentage difference)	32%	44%	28%	26%	33%	30%	42%

Base: 3,013 to 4,135 US online adults that plan to get each product or service in the future

*Base: 779 to 971 style-conscious US online adults that plan to get each product or service in the future

Source: Forrester’s NACTAS Q4 2006 Devices & Access Online Survey


*Style-conscious is defined as someone that agrees with the statement “I am willing to pay more for a stylish or well-designed product.”

Figure 5 Van Westendorp Price Sensitivity Measurements Show Style Bonus For PCs

5-1 Laptop PCs

At what price would you consider a <i>regular</i> laptop PC ...	Mean price
A bargain?	\$409.42
Expensive, but still purchase it?	\$699.91

What price would be so ...	
Inexpensive that you would question the quality of a <i>regular</i> laptop PC?	\$359.22
Expensive that you would not consider buying a <i>regular</i> laptop PC?	\$1,056.27

 Target type opportunity

At what price would you consider a <i>stylish</i> laptop PC ...	Mean price	Style bonus
A bargain?	\$563.17	\$153.75
Expensive, but still purchase it?	\$904.54	\$204.63

What price would be so ...		
Inexpensive that you would question the quality of a <i>stylish</i> laptop PC?	\$427.26	\$68.04
Expensive that you would not consider buying a <i>stylish</i> laptop PC?	\$1,278.00	\$221.73


Base: 1,698 to 1,800 US online adults

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

5-2 Desktop PCs

At what price would you consider a <i>regular</i> desktop PC ...	Mean price
A bargain?	\$383.08
Expensive, but still purchase it?	\$697.59

What price would be so...	
Inexpensive that you would question the quality of a <i>regular</i> desktop PC?	\$352.62
Expensive that you would not consider buying a <i>regular</i> desktop PC?	\$1,057.87

 Higher-end opportunity

At what price would you consider a <i>stylish</i> desktop PC ...	Mean price	Style bonus
A bargain?	\$562.82	\$179.74
Expensive, but still purchase it?	\$950.97	\$253.38

What price would be so ...		
Inexpensive that you would question the quality of a <i>stylish</i> desktop PC?	\$445.82	\$93.19
Expensive that you would not consider buying a <i>stylish</i> desktop PC?	\$1,376.10	\$318.23

Base: 1,698 to 1,800 US online adults

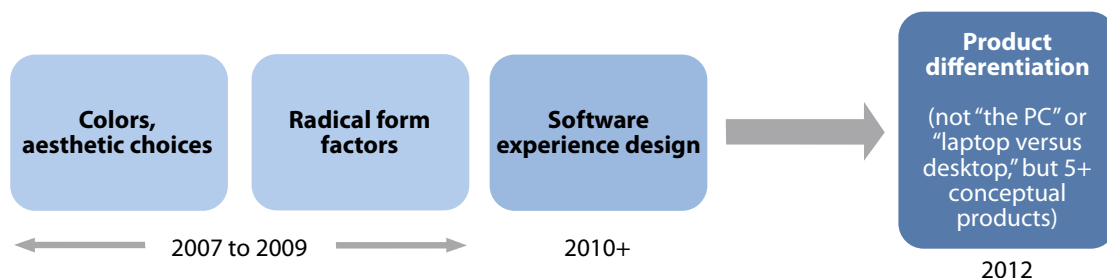
Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

STYLE BECOMES A STRATEGIC PILLAR FOR PC VENDORS

Style and visual design joins a short list of strategic pillars in the PC industry. At the same time, style also influences those other pillars:

- **Price** — Style will buoy PC prices. PC vendors that master the design process will escape the death spiral of commoditization.
- **Technical specifications** — Traditionally, PC strategists have focused far too much attention on technical specifications (the so-called “feeds and speeds”). These features pose low barriers to entry for competitors, and are little understood by most consumers. Design will affect technical specifications by *reflecting* them: a power-user machine should look like a powerful machine, an entertainment application specialist PC should look like home theater equipment.
- **Channel** — The Age of PC Style will make it even more important that consumers have an opportunity to touch, feel, use, and experience PCs before buying. Retail channels (inspired by the innovative display techniques employed in the Apple Store) will improve their presentations, which will become experience points of contact for potential buyers.
- **Software experiences** — The next frontier in design, the opportunity to integrate external aesthetic design, ergonomics, innovative form factors, and software experience, will unfold with the next release of Windows around 2010. This comprehensive approach will match customer segments, external PC phenotype, and application experiences to create truly differentiated products. For example, the Alienware Hangar 18 offers an entirely new user interface supported by a Gyration navigation device, with software tailored to the entertainment scenario.
- **Style and visual design** — In joining the list of strategic pillars, style and visual design first affect aesthetic choices and form factors (see Figure 6). Consumers gain the opportunity for self expression by embracing aesthetic diversity (“my identity is young, technologically savvy, Goth, so I choose the vampire-style PC”). They also can buy a tailored PC for every room in the home. After 2010, software design will catch up and lead to product differentiation. By 2012, the industry won’t include just two form factors, laptops and desktops, but five or more form factors that are universally viewed as differentiated products.

Figure 6 Style Strategic Impact Timeline



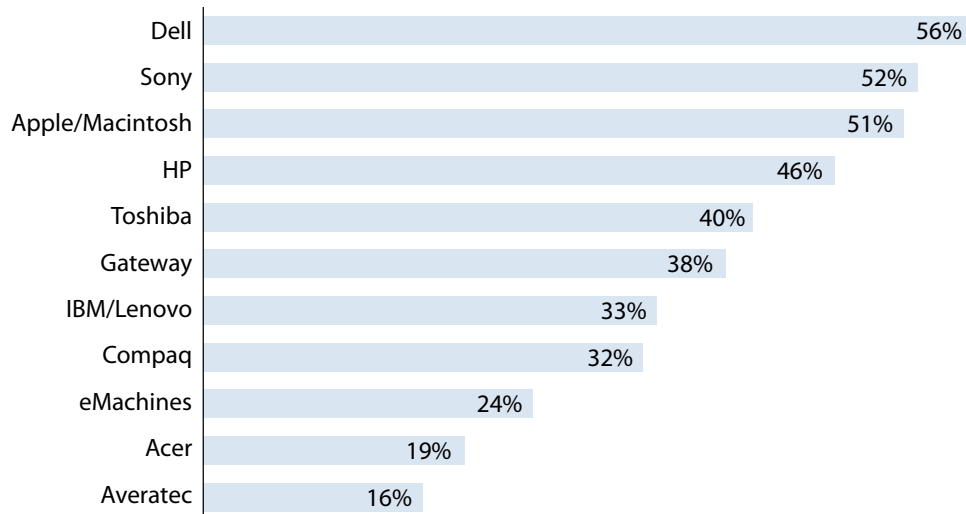
WINNERS WILL WED CUSTOMER NEEDS TO DESIGN EXPERTISE

The dawning of the Age of PC Style will occur over the next five years. As always, however, different PC vendors will participate in this revolution according to their own strategies. And PC strategists have an opportunity to position themselves with consumers who will increasingly demand style. Winners in the industry will move on several fronts to beat their competitors:

- **Today’s style winners must continue to innovate.** Consumers latently demand style, but have not internalized style as a decision criterion. As a result, today’s rankings of style leaders are open to reordering (see Figure 7). Assessments made by consumers in the next 24 months will take into account factors like diversity of colors, composition of materials, and form factor innovations. Leaders must continue to invest in style and design.
- **PC vendor culture must change.** Famed wit Dorothy Parker once wrote, “take care of the luxuries and the necessities will take care of themselves.” PC strategists should proselytize this message throughout their organizations. Rather than remain fixated on “feeds and speeds” despite widespread recognition that this approach isn’t productive, PC vendors must embrace an attitude of “style first.” Technical specifications must be aligned with the needs of targeted consumer segments within the holistic context of design. Consumers who purchase products of the successful PC vendors will luxuriate in the experience of a united aesthetic and functional design.

Figure 7 Dell, Sony, And Apple Seen As Style Leaders Today

"Please rate the following manufacturers in terms of how stylish their computer designs are."*



Base: 548 to 3,852 US online adults familiar with each brand

Source: Forrester’s NACTAS Q4 2006 Devices & Access Online Survey

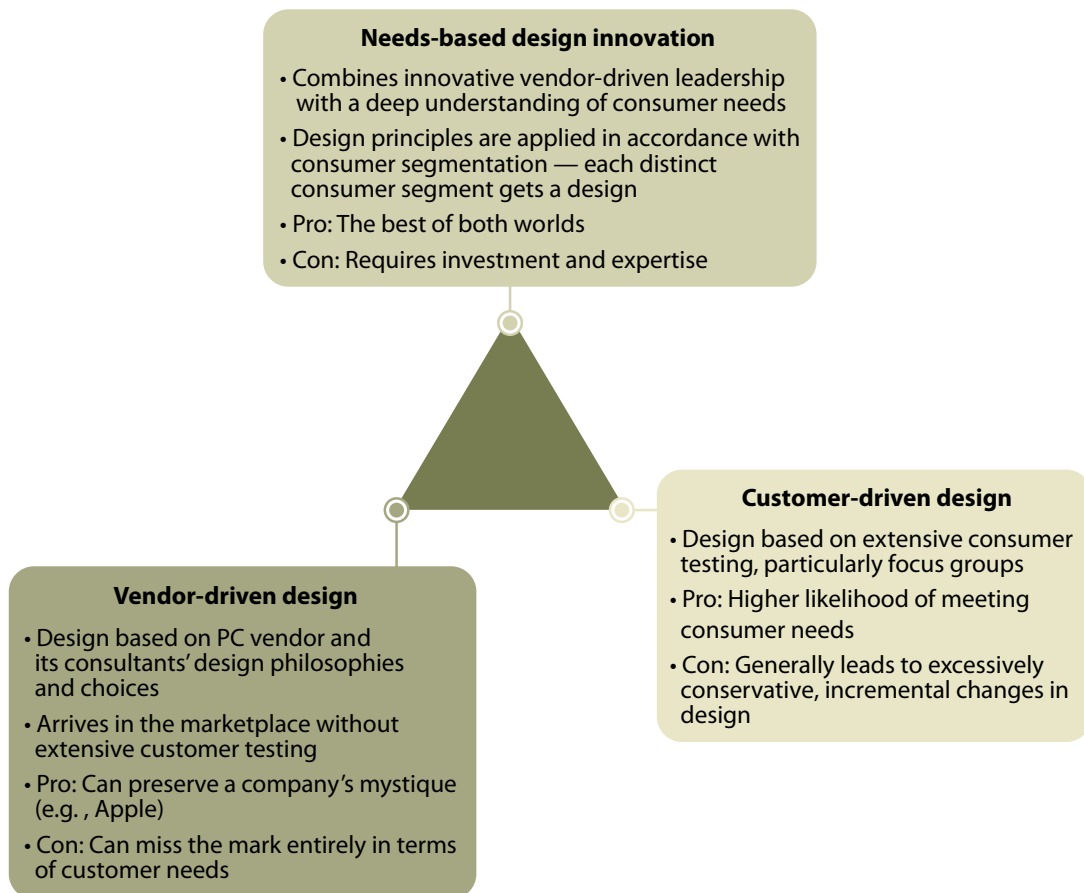
*Percentages shown are 4s and 5s on a 5-point scale from 1 (very unstylish) to 5 (very stylish).

- **Style experts need a seat at every table.** When HP developed the TouchSmart, style and design professionals had a role in every phase of its development. They originated the idea, worked with market researchers to identify target audiences, collaborated with engineers on the design of the product, and articulated a vision that could be used by technology marketers to develop communications and advertising approaches. Whether a PC vendor aims for radical innovation or merely design suited to particular applications and audiences, design expertise should be consulted at every step of the product development life cycle.

PC STRATEGISTS WHO EMPLOY NEEDS-BASED DESIGN INNOVATION WILL WIN

Three approaches to style are possible in the PC industry (see Figure 8):

Figure 8 PC Vendors Should Strive For The Top Of The Pyramid



- **Vendor-Driven Design** — This approach relies on a highly internal design approach in which company engineers and design professionals create styles in a secretive fashion, then release fully realized visions without extensive customer testing. Apple and Sony are known to employ this approach. Elite niche players like Apple and Sony can often succeed with this approach, even though it risks missing the mark with regard to customer needs.
- **Customer-Driven Design** — This approach relies heavily on focus groups and testing to guide design decisions. It generally yields incremental changes, seldom radical innovations. Although customer needs are important, the spark of innovation derives from creating new designs *that consumers haven't yet imagined*.
- **Needs-Based Design Innovation** — Most PC vendors should embrace the synthesis of these two approaches, Needs-based Design Innovation. This philosophy combines the Vendor-Driven and Customer-Driven approaches to bring strong intra-firm design expertise together with ongoing tests of evolving designs that employ consumer focus groups, usability tests, interviews, and other methods. This strategy requires investment in expertise and potentially complex product development life cycles, but ultimately yields products that are both innovative and serve identified needs of consumer segments.

RECOMMENDATIONS

PC STRATEGISTS: TO SUCCEED, MAKE STYLE A STRATEGIC PRIORITY

The Age of PC Style will yield winners and losers in the PC industry. Winners will:

- **Develop new retail channel strategies.** Retail *mise-en-scene* — the staging, scenery, and backdrop that showcases products — must be tailored to highlight the virtues of stylish PCs. Presenting PCs designed for specific consumer segments in simulated real-life contexts (e.g., a living room for the entertainment PC designed for connected families) maximizes opportunities to show off good design.
- **Take consumer segmentation seriously.** As design becomes more varied, understanding consumer segments and micro-segments becomes more important. Just as the dress sold to a 65-year-old woman will typically differ from dresses sold to 18-year-olds, so PC designs will vary by segment. Understanding consumer segments and incorporating design into research is a prerequisite to success.
- **Reexamine design processes and philosophies.** Having your manufacturing process dictated by ODM factories in Asia won't produce the right designs for your consumer targets. Although cheaper in the short run, this strategy is penny wise and pound foolish in the Age of PC Style. Embracing Needs-Based Design Innovation, bringing in-house style experts into the product development process, and finding the right ODM partners will be critical.

- **Reflect brands’ — and model — marcom strategies in the design itself.** Whether the PC vendor is an elite niche player like Apple or Sony or an innovator like HP, brand identity and product style should be intimately related. Individual PC models should further reflect customer segments, application usage, and the model’s position in the brand hierarchy simultaneously.
- **Keep an eye on the nascent hyper-customization market.** Both small, local systems builders (particularly those that service gamers) and emerging design-focused players like Hannspree offer consumers an extreme degree of personalization and design expertise.⁴ An entirely new industry of deep design players could emerge if PC vendors don’t co-opt the trend through innovation, aesthetic diversity, and consumer choice.
- **Develop software experiences that complement designs.** PC strategists should begin developing proprietary software, and working with Microsoft on the next Windows OS, to create holistic experience-based designs. Like the TouchSmart, radical new form factors will incorporate unique on-screen characteristics. Winners will create new product categories, not just new products.

SUPPLEMENTAL MATERIAL

Companies Interviewed For This Document

Alienware	Frog Design
Dell	HP
Gateway	Sony

ENDNOTES

- ¹ A strategic-creative consultancy, frog design works with the PC and electronics industries, among others. Forrester interviewed Senior Vice President of Creative Mark Rolston on May 9, 2007.
- ² Forrester forecasts an increase in multi-PC households from 53.9 million in 2007 to 70.8 million in 2011. See the September 6, 2006, “[Five-Year US Forecast Of 14 Consumer Technologies](#)” report.
- ³ The Van Westendorp Price Sensitivity Measurement asks a series of questions designed to uncover the bargain price and premium price that will most appeal to consumers. This technique helps uncover trends in market adoption and optimal pricing, and can be employed as an alternative to conjoint analysis.
- ⁴ Hannspree customizes with intricate designs PC displays as well as consumer electronics products like TVs. For instance, the sports enthusiast can purchase an LCD monitor that looks like a basketball. Source: <http://www.hannspree-usa.com/>. Smaller, local systems builders often “trick out” desktop PC chassis, particularly for the gamer subculture. See, for example, <http://www.xgbox.com/>.

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