



Desirability: The Science Behind Default Choice Products

Most products become interchangeable because their desirability was never measured. The category icons became the default because it was. The problem is, a product's desirability can't be surfaced through direct questioning. Surveys and focus groups capture what people say they'll do, not the instinctive, emotional pull that actually drives choice at the shelf.

THE PROBLEM

15% of new products survive 2 years. Fewer than 1 in 1,000 achieve breakout success.

RIWI Helps You Become That 1 in 1000.

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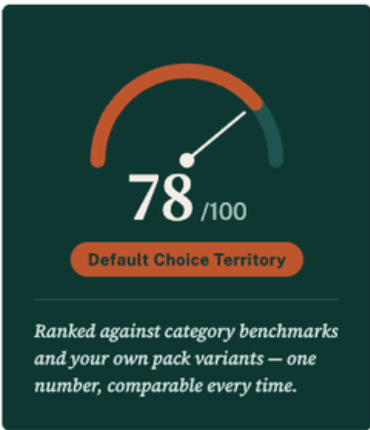
Desirability is the degree to which a product and its packaging elicit positive emotional, aesthetic and intuitive responses — consciously and non-consciously — driving the motivation to own it.

How We Measure It

KPIs within each pillar are standardized to a common scale, then weighted by category importance and combined. This provides a single, comparable score you can use to rank pack options or track change over time. **Your KPIs will be category-dependent** — check out the example below for a premium category.

Example Output For A Premium Category

Pillar of Desirability	What It Reveals
Aesthetic Appeal	Attractiveness and impact of design — shape, colour, texture, finish
Perceived Premium Quality	Materials, weight and finishes that signal luxury and worth
Emotional Impact	The excitement, trust and delight the product elicits
Brand Alignment	Fit with brand values and premium positioning
Personal Appeal	Individual connection — “for me” vs. “for anyone”
Functional Benefit	Perceived practicality and ease of use



| marks the category average. Green runs ahead of it, orange trails it.

Pillars are weighted by what matters most for this category — so a fragrance and a cereal box are never scored the same way.