



# Consumer Testing Laboratory (CTL) & Fitness For Use (FFU)

## OUR CONSUMER TESTING LABORATORY

ensures that the features and the consumer approach meet the customer's promise. It is led by an international markets expert, recognized for his Marketing experience and his 25 years of experience in the evaluation of the product functionality.

## OUR FITNESS FOR USE TEAM

ensures a technological watch, performs comparative benchmark studies as well as performance tests. It supports your services in identifying and implementing improvements to your products to differentiate yourself from your competitors.

## CONSUMER EXPERIENCE

### We evaluate

- > Your product from a consumer point of view
- > The consumer experience in the use of products
- > The affordance of products
- > Understanding human machine interfaces
- > The ergonomics and intuitiveness of the products
- > Packaging, instructions, quick start guide, instructions for use, documentation...

### How?

- > Comparative for relative product positioning and competitive analysis for new development.
- > In absolute terms, to determine strategic marketing communications axes and evaluate new products before they are launched on the market.



## The + AET

- > For all types of products, we create protocols tailor-made tests adapted to the desired approach, integrating the definition and measurement of all types of performance criteria and compatible with all budgets.
- > We turn evaluations into recommendations for improvement.
- > We present you a synthetic documentation allowing an effective and visual analysis of the results (comparative, synthesis, ranking...).



## PERFORMANCE AND SUITABILITY TO THE FUNCTION OF THE PRODUCTS

### Our different evaluations

- › Assessment of fitness for function according to normative or internal protocols
- › Objective assessment of the qualities of the main functions and their performances
- › Assessment of energy consumption and environmental impact
- › Sensitive evaluation of products, noise, touch, materials, design, compactness

### Our analyzes

- › Analysis of the robustness of the products in use and endurance
- › Analysis of the dangerousness of the products in use (normative tests, normally foreseeable abnormal uses, risks inherent to the product)
- › Analysis and evaluation of perceived quality

### In the product areas:

- › Small and big household appliances, TV HIFI Video, motoculture, power tools, consumer & retail Product, professional machines, interior furniture and exterior, built and unbuilt electrical products (heating, garage door, etc...)



## ROBUSTNESS AND DURABILITY OF PRODUCTS

### How ?

- › By performing life-time simulations / accelerated aging of product or functions via manual, semi-automated or fully automated endurances.
- › Through intermediate evaluations FFU / Safety / performance throughout the trials to evaluate the impact of aging.
- › By endurance tests under specific climatic conditions (temperature, humidity, specific voltage, etc...).
- › By determining the weak points of products, expected life on market.
- › By pre-launch burn-in tests for quality assurance and evaluation of expected return rates.