

WD's testing facility is state of the art—being able to create a 3D version of our environment for consumers to engage with allowed us to learn what they really wanted in our space. We were able to make changes prior to launch, saving us time and money in the process.

– Senior Retail Executive

Hear What Your Consumers Think in Real-Time

Iterative Design & Testing (IDAT) by WD Partners

Wait and see is not a possibility in the world we live in today. The volatility within our industry means we no longer have the luxury of conceiving, designing, building and THEN finding out how consumers react to or engage with a product, new merchandising, a floor plan or store layout. Time is a critical factor and it's imperative to hear consumer feedback prior to launch so that you can adapt, refine and retest enabling you to go to market with confidence.



That's Where We Come In

Iterative Design and Testing (IDAT) is a testing methodology that places the consumer in a virtual 3D environment that mimics a real store setting. Over several days, all aspects of the concepts initially tested can be evolved from consumer feedback and immediately retested, allowing brands to determine proven solutions in days, rather than weeks or months.

Our Approach

IDAT allows recruited shoppers to interact with full-size virtual concepts in our Retail Theater. This creates full path-to-purchase immersion for the shopper and allows each session to **unlock key understandings**, from aisle traffic drivers to increased conversion at

the shelf. You can participate and **hear firsthand what resonates with shoppers** while our team leads in-depth conversations to determine **immediate iterative refinements to be tested and evaluated during the following sessions**.

Why WD

Having worked with over 500 clients on 30,000+ different projects across a variety of industries and countries, we bring a vision that is unparalleled. We are an organization backed by over 50 years of expertise and thought leadership. From Strategy to Design, Operations to Architecture, and Engineering to Construction, we can dream it, manage it and get it built. WD, thinkers that do™