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## CAMPUS ROUND-UP

University of Warwick

### **Digital path to consumers' hearts**

A £12 million research programme at the University of Warwick aims to help businesses tailor technology to the emotions and desires of customers. The new International Institute for Product and Service Innovation at Warwick Manufacturing Group (WMG) will allow local small and medium-sized businesses to access digital design tools that can "deliver the best emotional experience for consumers". Lord Bhattacharyya, WMG director,

said: "The best product design technology will ensure that even the sound, feel and look of a product is perfected and even tailored to the customer's desires."