

Research Essentials Consumer & Sensory Science Teaching Tools

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Featured in UC Davis Coursera
MOOC Specialization:
Fundamentals of Sensory Science

The Problem – Most Products Fail!

85% of products fail in the marketplace. Sensory and consumer testing can help.

According to many sources, only 15% of new products succeed. Often-cited is the product is not well liked or doesn't meet expectations set by the concept. Products with sensory flaws, noticeable variability, and quality issues represent most of these failures.

Fortunately, small-scale sensory and consumer tests can help protect against product failures. Many innovative companies would benefit from consumer-centric data and, with some sensory science training, it can be done affordably and with validity. The Research Essentials handbooks and workbooks provide step-by-step instructions. Now, companies of any size can execute two research experiments that will help demonstrate the power of sensory science with small tests that will guide decision-making.

A Solution – Research Essentials

Handbooks and workbooks that teach small-scale consumer and discrimination test essentials

Small-scale tests, as outlined in the Research Essentials handbooks and workbooks, provide a solution through their affordability and efficiency. By incorporating fundamentals of consumer acceptance and discrimination tests, the scientific rigor is maintained, and the learner obtains actionable results.

The Training Tools

Trains the researcher to establish a hypothesis, control experimental variables, and follow best practices.

Consumer Dragonflyght®

Dare to compare products, unbranded.

Learn how to conduct a three-product consumer test using industry standard scales, with consumers where they gather.

Designed for pilot consumer tests such as tasting rooms and casual bars, but also works well with leadership and research teams for scaled decision making. Walk away with real data.

Sensory Duo-Trio

Is there a perceived difference?

Learn how to conduct a discrimination test. Learn best practices of test design, understand common errors, and how to use it to screen and qualify analytical sensory panels (e.g., discrimination/descriptive).

Designed for product research teams that want to begin building a sensory capability.

Designed for SME's and New to Sensory Science Users

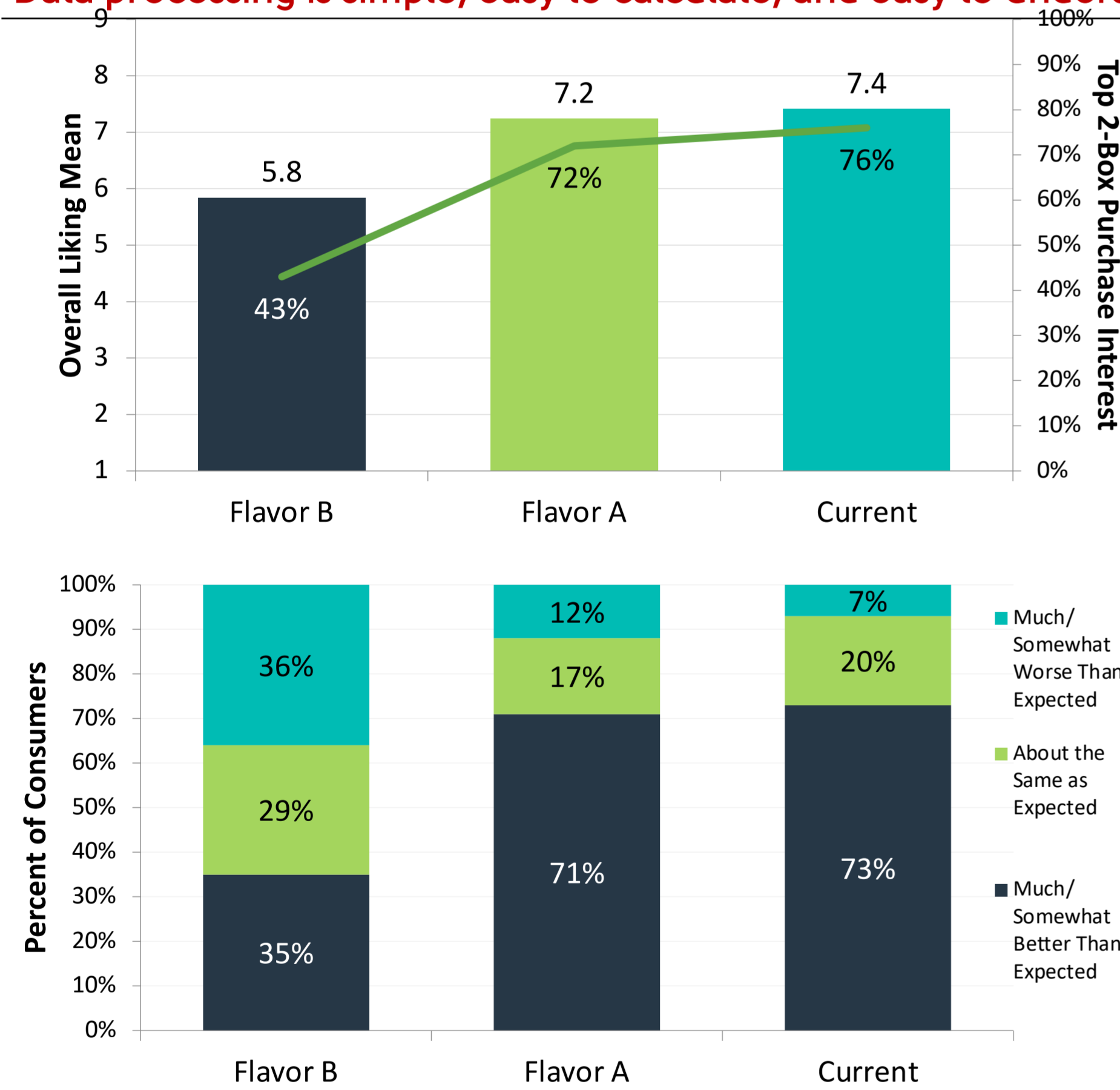
Research Essentials is designed for professionals wanting an introduction to sensory science tools. The learner will follow a set path through the steps to conduct a scientifically-valid consumer test and a discrimination test. Handbooks guide the learner at each step of designing and conducting a test with practical instructions and worked examples. Workbooks provides scorecards, serving design, decoding, analysis, and reporting templates.

Case studies are provided to present worked examples to the learner.

Multi-language workbooks available: English, French, German, Spanish, and Japanese

Data Templates Provided

Data processing is simple, easy to calculate, and easy to understand



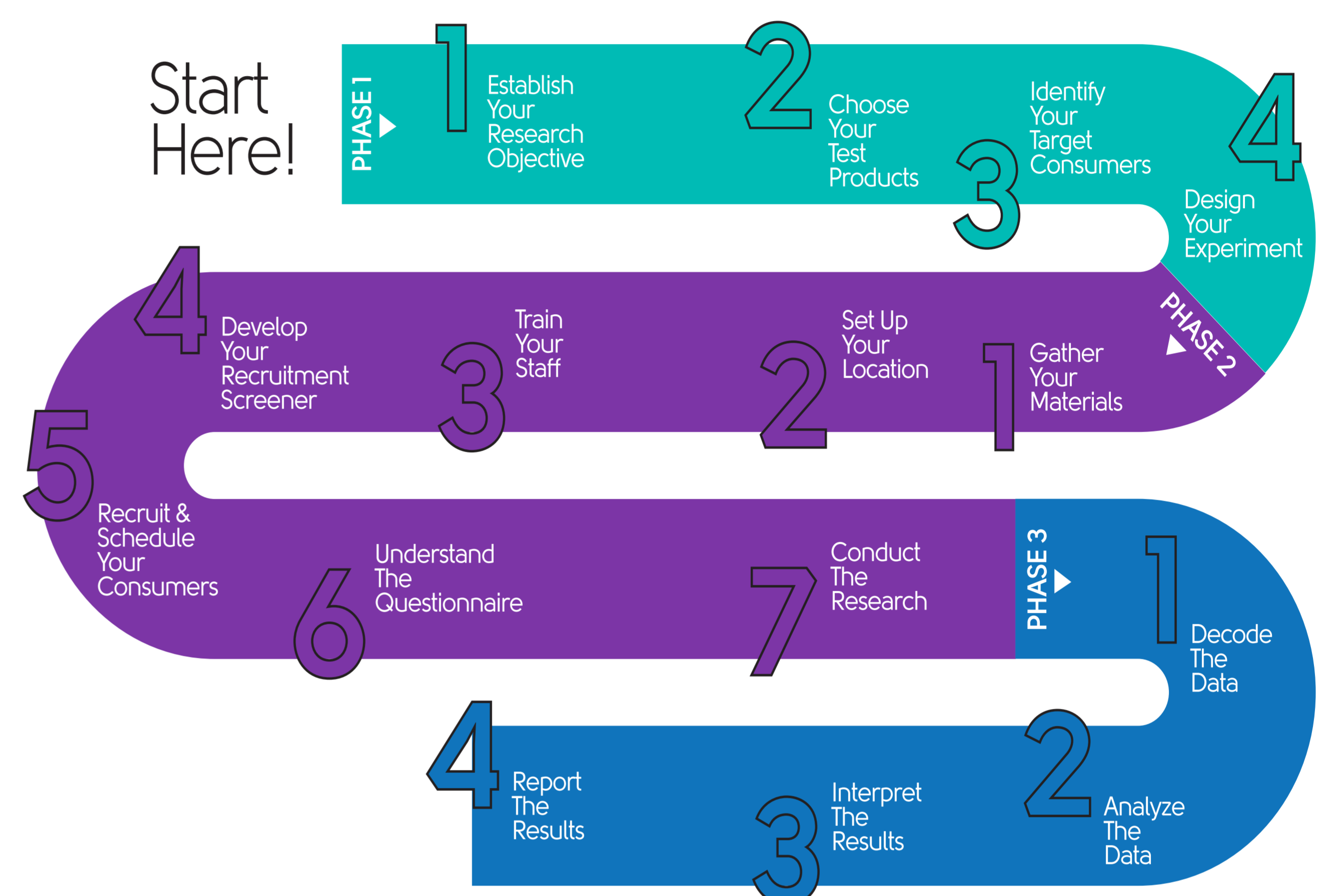
The researcher will collect, decode, and analyze data following guided instructions to create charts and reach conclusions like the ones illustrated here.

	# Correct / Total	Result	Graph
Rep 1	13/25	Not Significant	
Rep 2	14/25	Not Significant	
TOTAL	27/50	Not Significant	

Learn-by-Doing

To begin, start with basic experimental design tools and conduct simple tests

Careful planning is key to running a successful research study, no matter the size. The Research Essentials tools guide you step-by-step through the process of conducting simple sensory experiments to ensure test runs smoothly and efficiently.



The Dragonflyght® Questionnaire

Focuses on a few key powerful industry standard scales

Trifecta Scales of overall liking, purchase interest, and meeting expectations. These scales are industry standard key measures for consumer testing.

Open-ended Likes/Dislikes provides additional qualitative comments and potential reasons in support of results; they may provide improvement insights.

Bonus Features for Choice Behavior Researchers may provide assessors the choice to take home a product after testing. Recording choice behavior provides additional insights into product preferences. Post-test interviews can also delve deeper into consumer's motivations and reasonings.

Basic Demographics record the participant's age and product-use frequency. Data can be used to better understand results in context of population tested.

The Duo-Trio Method

A practical and efficient method for detecting sensory differences

Balanced Reference Duo-Trio discrimination testing is well-established as a practical method for testing whether a sensory differences exists between two products. Assessors identify which of two samples is most similar to a reference.

Replication is included as part of analytical testing, as it provides greater assurance of the presence and stability of a difference. Each assessor completes two tests, which allows for comparison of results between the two replications and the combined results, for decision making.

Applications

- Teaching tools for sensory science
- Early-stage indicator of product potential
- On-premise, casual bar/context research
- Affordable research tool for start-ups
- Provide consistency in research execution across locations and skill level
- ...and more...

Impact of Teaching Research Essentials

Research Essentials provides the CPG industry with tools to teach and conduct practical hands-on early-stage studies. The protocols follow best practices in sensory science including experimental psychology principles of research design and execution. These can be easily implemented into any sensory program and supply a framework for the researcher to run successful product tests, no matter their level of experience with sensory research. By following these simple protocols, one can ensure consistency in research execution across locations and skill levels.

Implementing early-stage small-scale consumer acceptance and product discrimination tests provide a quick read, guiding the R&D team towards improvements throughout the product development cycle with consumer-driven decisions. Incorporating this practice ultimately helps companies deliver products that delight consumers.

Dragonflyght® Research Essentials Handbooks
Available Now
Duo-Trio Research Essentials Coming Soon

