

Ideal Sensory Trajectory

Defining Consumers' Ideal Consumption Experience

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Objective

An innovative approach combining Temporal Dominance of Sensation and Liking.

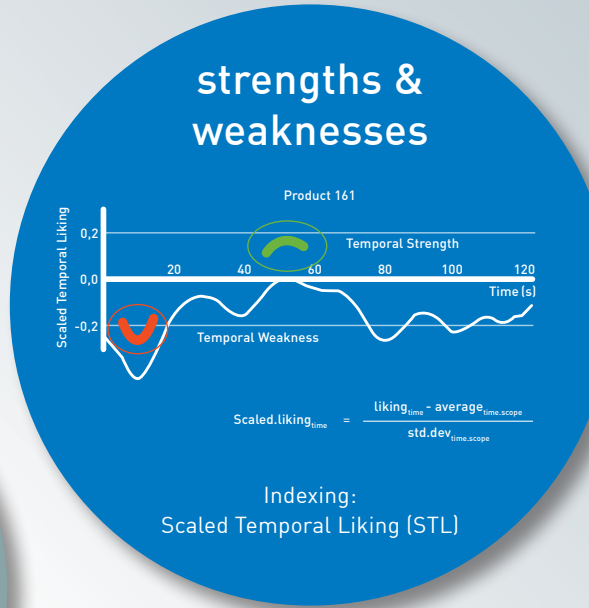
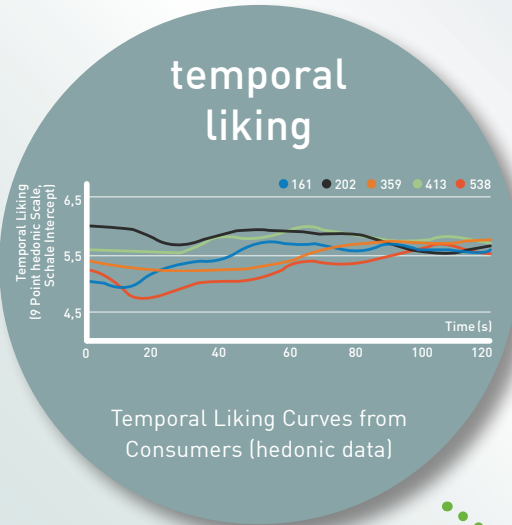
Providing actionable recommendations based on a more specific measurement of consumers' perception.

- How are dominant sensations directly correlated to liking/disliking?
- How do we identify significant strengths and weaknesses over the consumption-period?
- How could the consumption experience be optimized?

Approach

New assessment of Temporal Liking

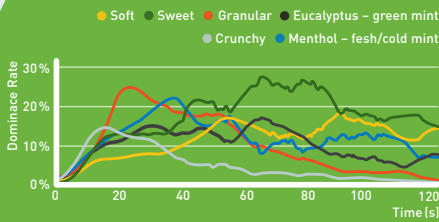
TDS questionnaire is used as a tracking tool eliciting the consumers to express their liking exactly at that moment when the respondent perceives a change in the dominance of a sensation. In that exact moment, the respondent is requested to answer an overall liking question. This occurs each time a sensation is perceived as dominant.



New Index STL: Scaled Temporal Liking

STL curves clearly visualize the dynamics of the temporal liking and disliking, eliminating superfluous data: The result is a crystal clear picture of how changing sensations impact liking.

TDS profiles



New IST - Ideal Sensory Trajectory:

Ideal product profiles are defined in a new way applying external Preference Mapping linking temporal dominance of sensations to temporal dominance of liking. This IST visualization shows sensory trajectories of both tested products and the ideal one in the same graph:

At all specified time-points of the consumption experience the ideal balance of sensation is reflected.

Optimization axis from the current to the ideal product complete the approach.

New Benefits

- Identifying the moments of the consumption significantly associated to a positive or negative perception
- Providing innovative actionable recommendations for product optimization:
 - Comparing the current product TDS profile with the ideal TDS profile
 - Defining measures to optimize the current TDS profile of a given product leading to increased product acceptance and loyalty

optimize product

