

Words create the product… It says "_____"

Judy Lindsey

Product Dynamics, a division of RQA, Inc.



Words ~~create~~ design the product…
It says "_____"

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Product Dynamics, a division of RQA, Inc.

Real means…..

Natural means…..

Processed means…..



Expectations based on Sensory Memories

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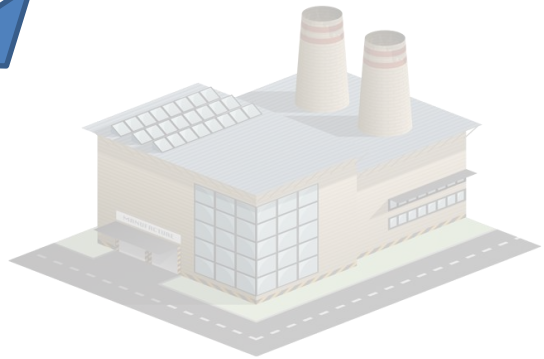



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Every tool in your toolbox



The initial filter is APPEARANCE

- REGULARITY (or lack there of)
- COLOR
- SURFACE TEXTURE
- DEFINITION OF EDGE
- IDENTIFIABLE
- SIZE

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"it should look like I would expect it to look"

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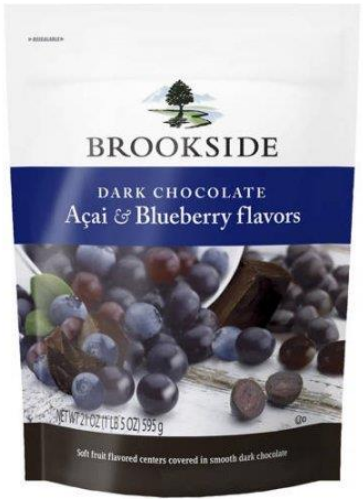
BROOKSIDE
DARK CHOCOLATE
Açai & Blueberry flavors
Soft fruit flavored centers covered in smooth dark chocolate




a seasoned blend of
potato, tomato & spinach
30%
LESS
NON GMO
VERIFIED
(170g)
hungrygoddess.com



TEXTURE is further assurance

- Strong cue for “overly processed”
- Fresh – think sound
- Not consistent – variation within
- As it should be

WATCH OUT: Maintaining texture over time or abnormal shelf life….raises question

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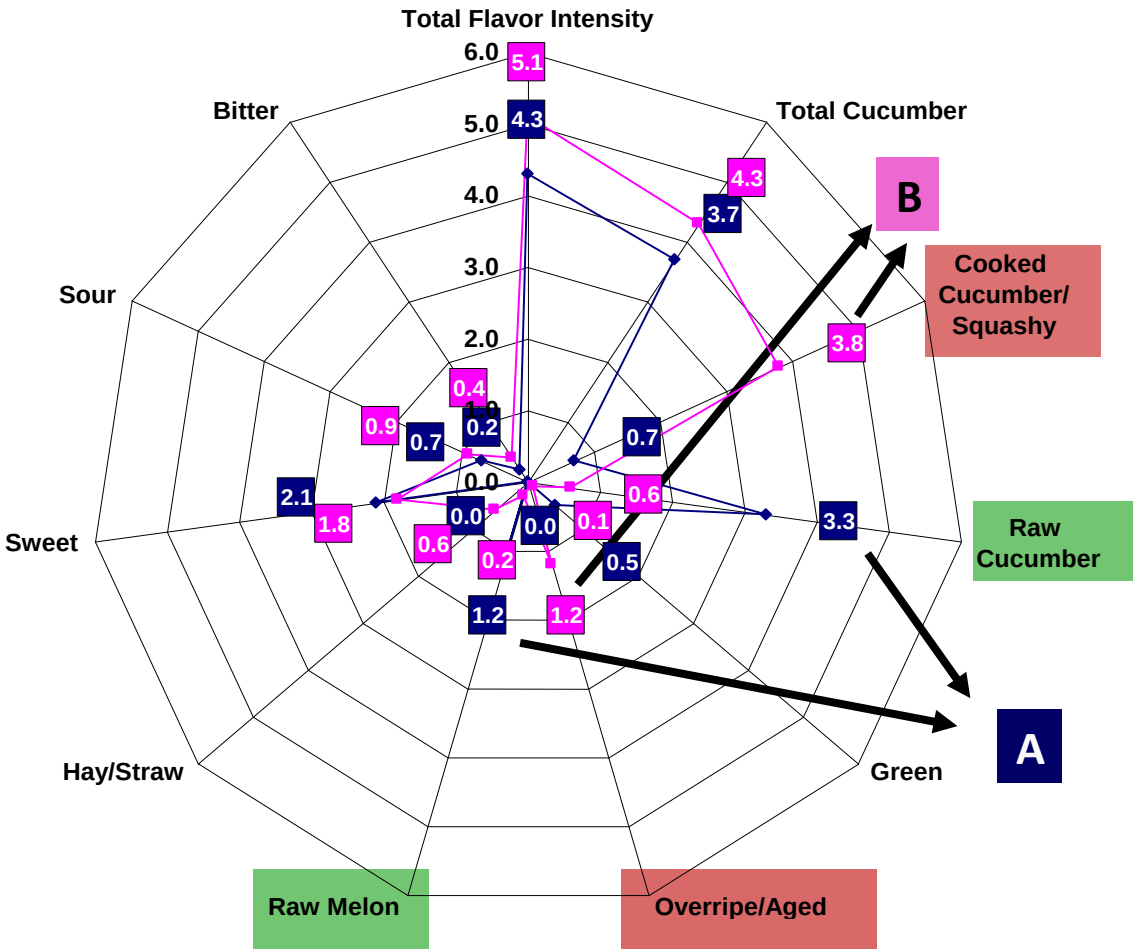
REAL



"IT TASTES REALLY FRESH"

Very natural flavor

Reminds me of a cucumber, tastes like it should"

Consumer comments on Product A



Flavor: Surprises are not good

Can undo everything you did right in appearance and texture.

- Sharp and intense
- Uncharacteristic
- Medicinal, chemical
- One dimensional
- Off
- Aftertaste linger

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Deliver the key attribute cues …

- Use all your tools
- Understand appearance triggers – start right
- Texture elements can bolster confidence
- Flavor must align
- Get the whole team up close and personal



…and the mind will fill in the rest



THANK YOU!

Now that you know what, you have to consider HOW and WITH WHAT

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