mmr L'ORÉAL

SOCIETY OF SENSORY PROFESSIONALS



STEPPING OUT OF THE LAB

Combining Traditional Quantitative and Qualitative Methodologies in Realistic Out of the Lab Setting with an Expert Sensory Panel

CONTEXTUAL EFFECT



Shape of cup influences aroma, taste & hedonic judgment in specialty coffee

(Carvalho & Spence, 2018)



Dr. Simons sensory lab (OSU) uses screens, videos, and aroma to recreate realistic setting in lab



Louder noise inhibits sweetness and enhances umami flavor

(Yan & Dando, 2015)



Consumer behavior via virtual reality is comparable to real life decision making

(Siegrist et al., 2018)



Louder noise leads to higher and quicker alcohol consumption

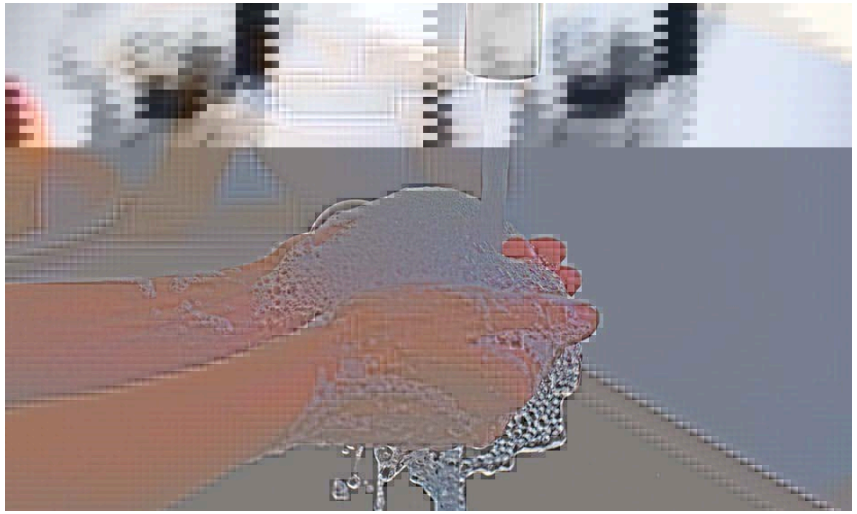
(Guéguen, Jacob, Le Guellec, Morineau & Lourel, 2008)

TRADITIONAL



- ✓ Standardized environment
- ✓ Preparation & usage oversight
- ✓ Reproducible results
- X Scheduling constraints
- X Requires extensive facilities

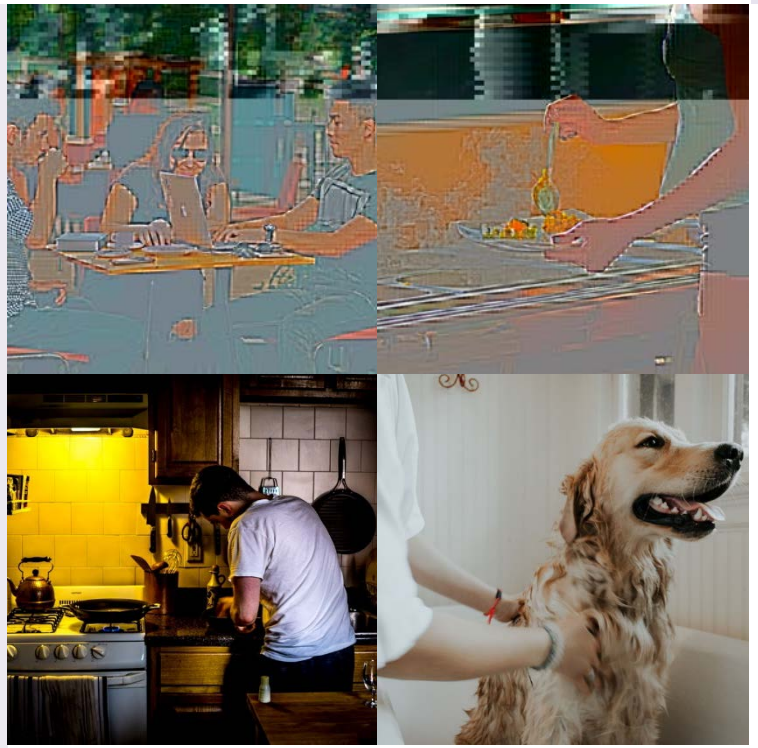
OUT OF THE LAB



- ✓ Realistic consumer experience
- ✓ Selective panel formation
- ✓ After hours/over time assessment
- ✓ Product performance/functionality
- X Non-standardized environment

OUT OF THE LAB METHODOLOGY CAPTURES THE CONSUMER EXPERIENCE WITH AN EXPERT SENSORY PANEL

PRODUCTS CAN BE ASSESSED IN A WIDE RANGE OF SITUATIONS AND SETTINGS



MMR DUAL-PHASE OUT OF THE LAB METHOD

PHASE ONE

QUALITATIVE

Preliminary total product immersion out of lab, to capture authentic consumer product/pack experience, with later discussion facilitated by qual moderator

PHASE TWO

QUANTITATIVE

Secondary assessment of product/pack in remote contextual environment, with standardized vocab and protocol to quantify immersive experience

MMR DUAL-PHASE OUT OF THE LAB METHOD: ABOUT PHASE ONE

PHASE ONE

QUALITATIVE

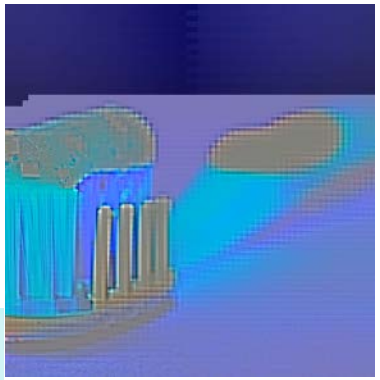
- Use MMROC (MMR Online Community Board) to provide panelist feedback that facilitated by qualitative moderator
- Immediate feedback via videos & images
- Specificity & clarity in determining pain points
- Initial development of language & protocol for Phase 2

Articulate and descriptive information unique to trained sensory panelists about product user experience at key context-based touchpoints

PHASE ONE

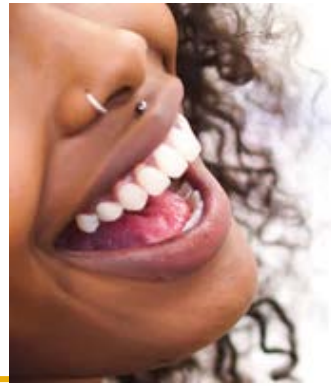
QUALITATIVE ORAL CARE CASE STUDY



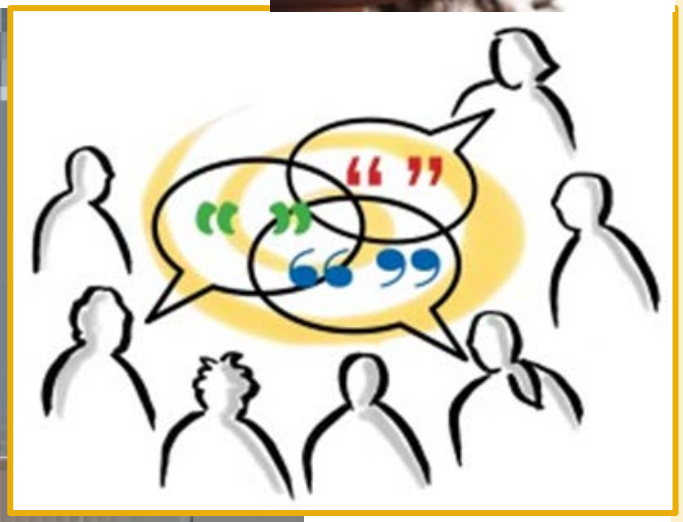


QUALITATIVE ORAL CARE CASE STUDY

PHASE ONE







- 4 ORAL CARE APPLIANCES
- ASSESSED OVER 4 CONSECUTIVE DAYS IN-HOME
- MINIMAL QUICK START INSTRUCTIONS TO STIMULATE CONSUMER BEHAVIOR
- VIDEOS AND IMAGES PROVIDED BY PANELISTS ON ONLINE COMMUNITY BOARD
- DAILY DISCUSSION FACILITATED BY QUAL MODERATOR
- FRAMEWORK VOCABULARY AND PROTOCOL GENERATED

MMR DUAL-PHASE OUT OF THE LAB METHOD

PHASE ONE

QUALITATIVE

Preliminary total product immersion out of lab, to capture authentic consumer product/pack experience, with later discussion facilitated by qual moderator

PHASE TWO

QUANTITATIVE

Secondary assessment of product/pack in remote contextual environment, with standardized vocab and protocol to quantify immersive experience

MMR DUAL-PHASE OUT OF THE LAB METHOD: ABOUT PHASE TWO

PHASE TWO

QUANTITATIVE

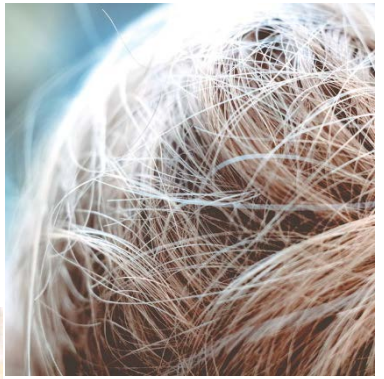
- Standardized protocol & lexicon to quantify product sensory profiles
- Descriptive performance, efficacy & functionality of product
- Multiple timepoint assessments to capture usage journey
- Statistical comparisons to link with consumer results

Quantitative sensory output with detailed comparisons and statistical analyses in real-world context

PHASE TWO

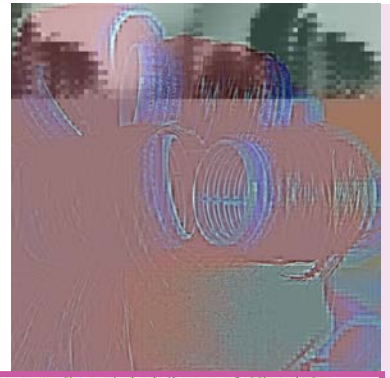
QUANTITATIVE HAIR CARE CASE STUDY



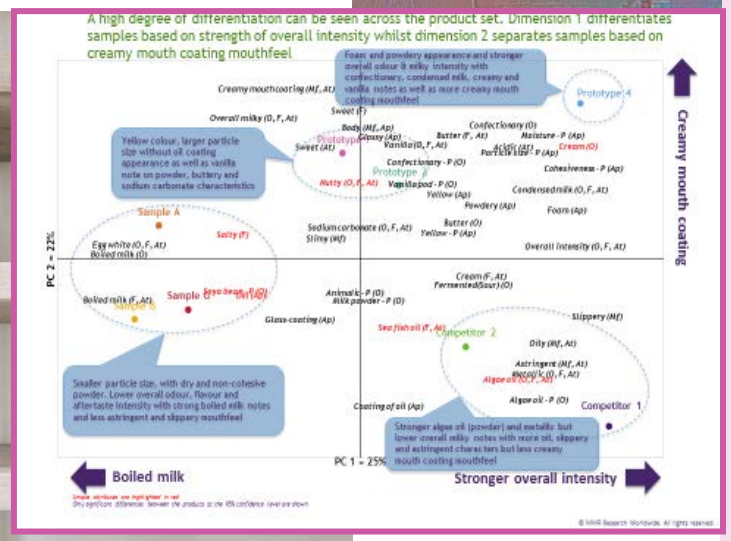


QUANTITATIVE HAIR CARE CASE STUDY

PHASE TWO







19 HAIR CARE PRODUCTS ASSESSED IN-HOME

2-3 DAYS A WEEK OVER 4 MONTHS

DEVELOPMENT OF STANDARD PROTOCOLS AND LEXICONS

QUANTITATIVE PRODUCT ASSESSMENT AT APPLICATION AND AFTER 5 HOURS

LATER DISCUSSION FACILITATED BY SENSORY PANEL LEADER

STATISTICAL ANALYSIS TO GENERATE PCA MAPS, LINE & BAR CHARTS, ETC.

QUANTITATIVE HAIR CARE CASE STUDY – VIDEO DISCUSSION EXAMPLE

CONSIDERATIONS

ENVIRONMENT

PRODUCTS / MATERIALS





TECHNOLOGY

DATA

SUMMARY

This method boosts the **POWER OF SENSORY SCIENCE**

Embracing context with sensory expert panelists exploring the reality of the **CONSUMER PRODUCT EXPERIENCE**





Combining panel articulacy, accuracy and expertise delivers **ESSENTIAL PRODUCT INSIGHT** in **REAL-LIFE** settings

THANK YOU

ELLIE KING
BETH LOGAN
ARSHEY RAHMAN
VALERIE MIALON
US SENSORY PANELISTS

PHIALA MEHRING
CAROLINE WITHERS
CHRISTINE BARNAGAUD
UK SENSORY PANELISTS

GAEWALIN RICKLEFS
DONNA DOOLEY

MMR Research Worldwide has been assessed and certified as meeting the requirements of

W – MMR-RESEARCH.COM
I - @MMRRESEARCH
T - @MMR_RESEARCH