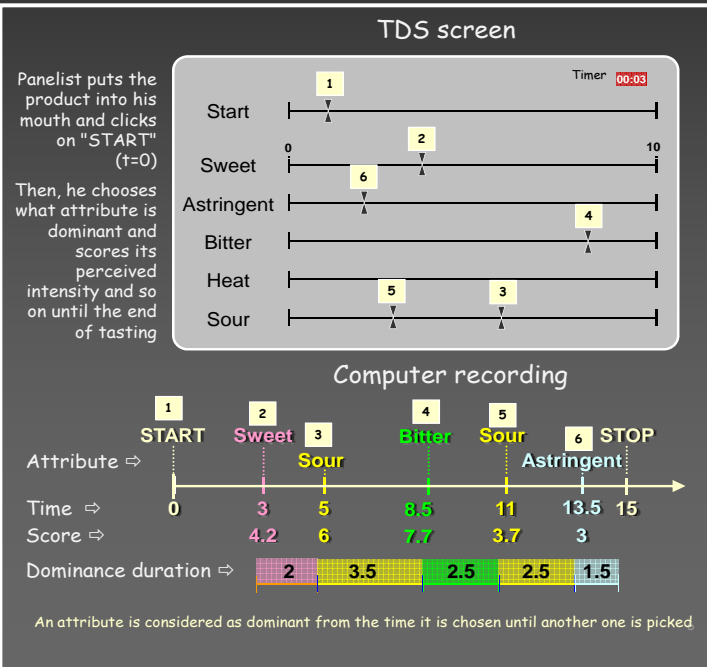


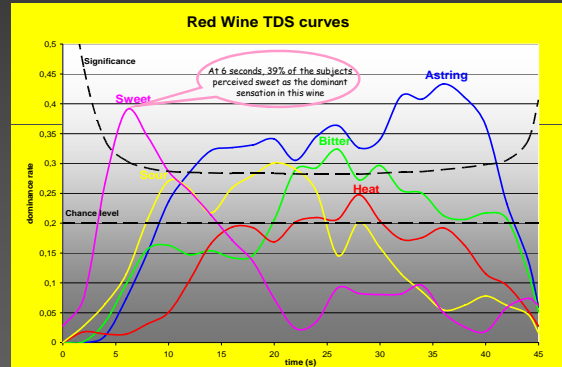
A technique to record the sequence of perception of several attributes

### Collecting TDS data



### Plotting and analyzing TDS data

Proportion (panelist by rep) of dominance along time

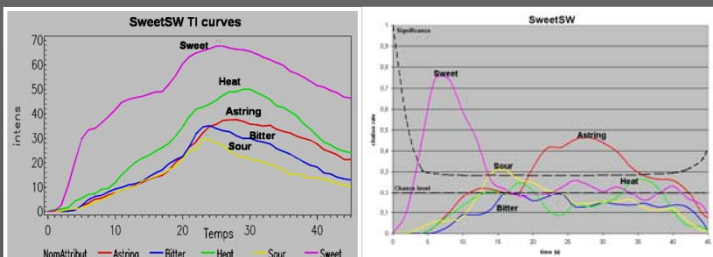


3 attribute parameters per TDS run :

- T : Time of first citation
- D : total Duration of dominance over citations
- S : mean of intensity Scores over citations (weighted by duration)

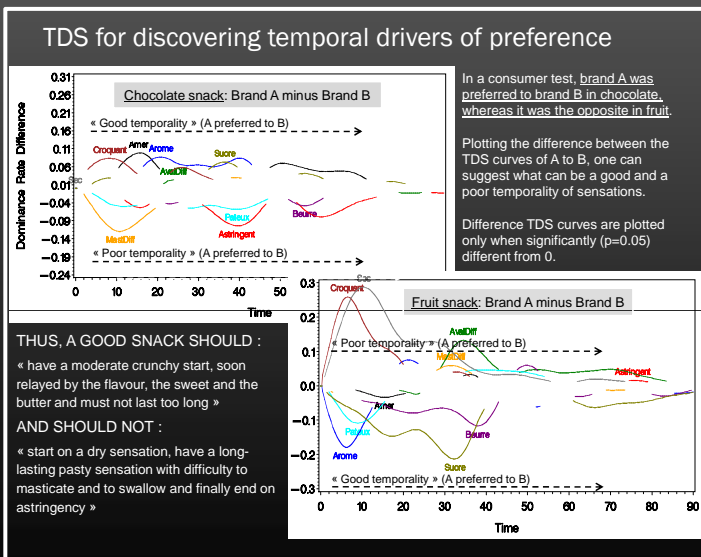
Statistical analysis of each of these parameter can be done by attribute or simultaneously as below .

### Comparing TDS to Time-Intensity (TI)

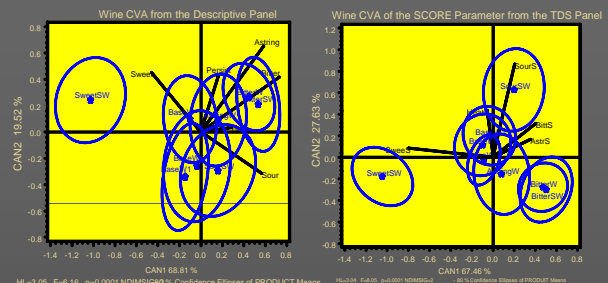


TI curves from different attributes often get the same TMax. TDS is designed to avoid this limitation.

### TDS & consumer preferences



### Comparing TDS to QDA®



In many studies, product map from the TDS Score parameter were found very similar to product map from QDA® drawn from either the same or different panels.

### Strength and future of TDS

- Provide multidimensional temporal information
- At the same price as QDA®, recover its information
- Repeated TI questionable and awfully expensive
- After a short training, most panelists just love it
- Panelist can assess more samples by session
- Now available in the current version of Fizz®
- At least 6 major companies included it in their sensory toolbox
- Still better statistics required to fully use the data
- More flexible data acquisition system should appear