Nuances

Using Snap Judgments to Make the Right Decision

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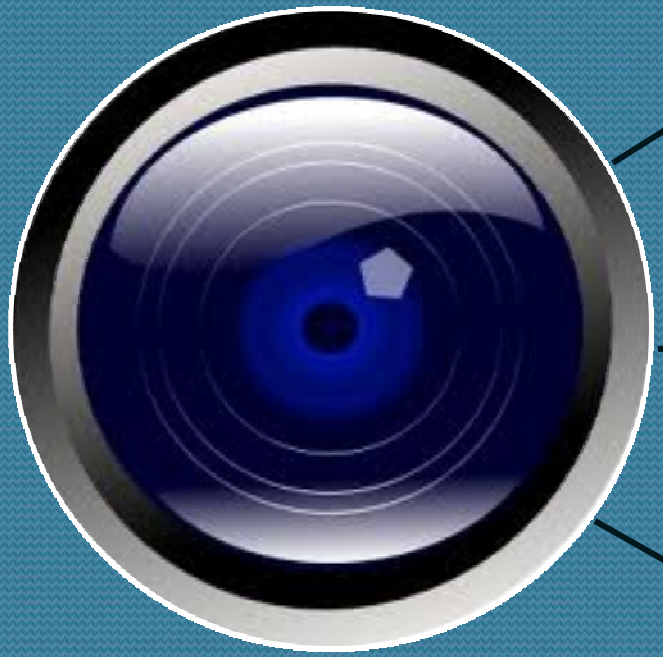
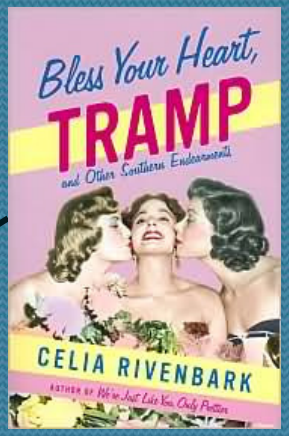
What have I learned?





Is the answer in the Nuances?

Product Design using Nuanced Observational Skills

As Malcolm Gladwell, author of Blink shares with his readers, consider "**how we think without thinking, about changes that seem to be made in an instant - in the blink of the eye – aren't as simple as they seem.**" As sensory scientists we've "**perfected the art of 'thin-slicing' – filtering the very few factors that matter from an overwhelming number of variables.**"

Paul Gregutt reviews for Wine Enthusiast and describes a particular Champagne as: "**This ubiquitous bottle looks, smells and tastes like Champagne should. It is a well-made, rock-solid effort, with the expected flavors of green apples and light citrus. Safe and dependable, it lacks only the extra defining nuances that add excitement to the best bruts.**"

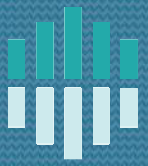
Join the excursion into understanding nuances for rapid product development. . . .

Detail Versus Simplicity

- Two examples:
  - What do you see?
  - Simplifying perception

When put together drive product development success

- Sensory case studies – where using our skills to make rapid fire assessments and snap decisions based on key criteria
  - Descriptive Analysis
    - ➔ Uncovering the nuances for beverages
    - ➔ Rapid product development using an iterative process
  - Consumer Research
    - ➔ Qualitative research goes beyond the quantitative with corn bread and muffins



What do you see?

What do you see?

Detail Versus Simplicity

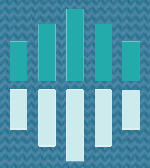
Is the simple view true? What is lost?

Demonstrate the subtle differences when one goes beyond the surface

. . . . to identify key sensory attributes present or missing from the aroma and flavor of beverages

- Example shows two rounds of testing beverages by a trained descriptive panel

- Highlights key attribute differences that if implemented would provide a subtle but important distinction



Descriptive Analysis

Round one product evaluation

Quick Screening	Current	Target	492	774	235
AROMA					
Total Aroma	4.5	7.5	6.0	6.8	5.8
Primary Fruit - Cooked	3.0	4.5	4.5	5.0	4.0
AROMATICS					
Total Aromatics	6.0	8.0	6.5	7.5	6.5
Primary Fruit - Cooked	4.0	5.0	5.3	5.0	3.0
Stone Fruit Compex - Cooked	1.0	4.0	2.0	2.0	3.0
Pear	1.0	4.0	2.0	2.0	3.0
Sweet Aromatic Complex	1.5	2.0	1.5	2.0	2.2
BASIC TASTES					
Sweet	11.0	9.5	10.0	9.0	11.0
Sour	3.5	3.5	4.0	5.0	3.0

- Recommendation to continue with prototype 774 if look at reduced set of attributes

Descriptive Analysis

Looking more closely at the aroma and flavor

- 774 in aroma is missing peach and has a stronger honey note
- In flavor stone fruit defined by pear is low and tropical is missing
- Recommend going back to the bench

Full Attribute List	Current	Target	492	774	235
AROMA					
Total Aroma	4.5	7.5	6.0	6.8	5.8
Primary Fruit - Cooked	3.0	4.5	4.5	5.0	4.0
Woody/Stems	0.0	0.0	0.0	0.0	0.0
Stone Fruit Compex - Cooked	1.0	2.5	2.0	2.0	2.5
Pear	1.0	2.0	2.0	2.0	2.5
Peach	0.0	1.0	0.0	0.0	0.0
Apple	0.0	0.0	0.0	0.0	0.0
Berry/Red Fruit Complex	0.0	0.0	0.0	0.0	0.0
Cherry	0.0	0.0	0.0	0.0	0.0
Strawberry	0.0	0.0	0.0	0.0	0.0
Tropical/Pineapple	0.0	2.0	0.0	0.0	0.0
Sweet Aromatic Complex	1.5	1.5	1.5	2.0	1.0
Caramelized	1.0	0.5	1.0	1.0	1.0
Honey	0.5	1.0	0.5	1.5	0.0
AROMATICS					
Total Aromatics	6.0	8.0	6.5	7.5	6.5
Primary Fruit - Cooked	4.0	5.0	5.3	5.0	3.0
Stone Fruit Compex - Cooked	1.0	4.0	2.0	2.0	3.0
Pear	1.0	4.0	2.0	2.0	3.0
Peach	0.0	0.0	0.0	0.0	0.0
Apple	0.0	0.0	0.0	0.0	0.0
Berry/Red Fruit Complex	0.0	0.0	0.0	0.0	0.0
Cherry	0.0	0.0	0.0	0.0	0.0
Strawberry	0.0	0.0	0.0	0.0	0.0
Tropical/Pinepple	0.0	1.0	0.0	0.0	0.0
Sweet Aromatic Complex	1.5	2.0	1.5	2.0	2.2
Caramelized	0.5	1.5	1.0	1.0	2.2
Honey	1.2	1.0	0.5	1.0	0.0
Off-note 1	0.0	0.8	0.0	0.0	0.0
BASIC TASTES					
Sweet	11.0	9.5	10.0	9.0	11.0
Sour	3.5	3.5	4.0	5.0	3.0