Introduction and Approach
The eating experience is dynamic, and measuring emotional responses during consumption may facilitate better alignment of sensorial attributes to product type or consumer demographic.

In this study, Temporal Check-All-That-Apply (TCATA) was used to investigate the dynamic characterization of four yogurt products with different vanilla profiles (Fig 1).

Sensory Methodology
• EsSense Profile® 39-item List (Nestrud et al., Food Quality & Preference, Vol. 48, (2016) pp107–117) was reduced to 15 Emotions by a Trained Panel using TCATA over multiple sessions
• Four yogurt products evaluated by 59 untrained panelists:
  • Session 1: TCATA tracked emotions from 15 emotion terms
  • Session 2: TCATA tracked sensory perceptions from 15 sensory descriptors
  • Data Collection: TCATA – one spoon yogurt over 30-sec (Compusense)
  • Data Analysis: Correspondence Analysis, Multiple Factor Analysis (XLSTAT)

Results and Insights
Dynamic Sensory and Emotional Characterization of Vanilla Yogurt Products
• Using TCATA, untrained panelists successfully differentiated between the four products, and illustrated the dynamic interplay between their emotions and sensory perceptions as the yogurt was eaten (Fig 2 to Fig 5)
• Trends on emotions evoked by certain sensory attributes were also observed

This study indicated TCATA’s potential to reveal the dynamic and multidimensional nature of consumer perceptions