storytelling with DATA

When Descriptive Information Tells the Story and Informs Decisions...

sensoryspectrum

Gail Vance Civille

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"I like to say we need to guide teams to action, not just leave them with the data."

Natalie Stoer, General Mills

"Being able to facilitate teams to common goals, with the science, with the data, really allows to make much better decisions."

Jennifer Jo Wiseman, E.G. Gallo

Sensory Evaluation – Science + Strategy

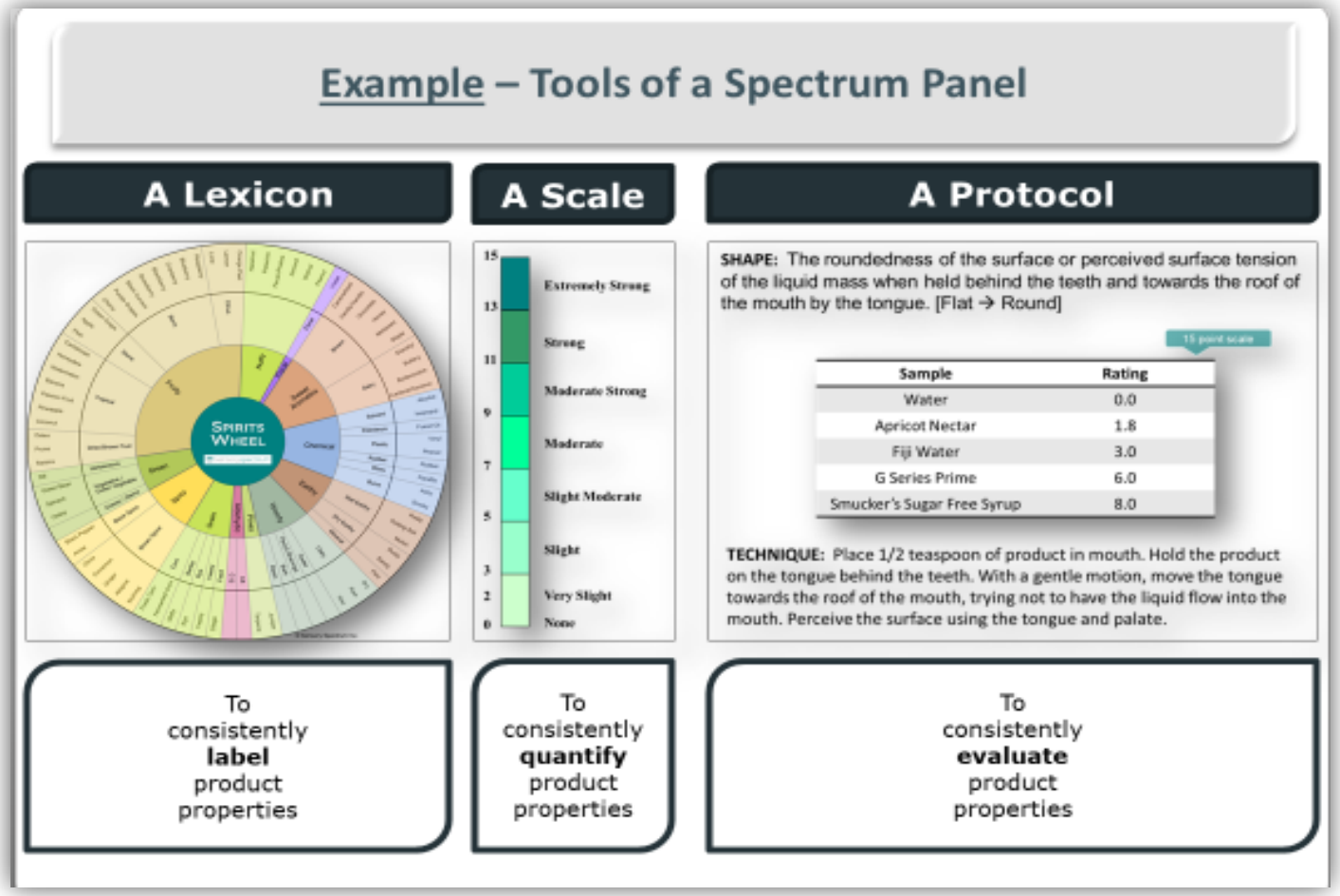
Reliable Scientific Information –Credibility, Trust and Confidence in the Data and How it is Acquired

Relevant & Actionable Data that Enable Business Decisions
A Seat at the Table! **Always…**

How to Build Trust and Confidence in Descriptive Information?

***Focus on what* and *how* it *supports* business**
Know your audience and how much they understand your methods

Answer questions with stories
"Mastery takes years of practice"



Provide a visuals that reinforce the scientific principles and the story in the data

Increase Visibility and Showcase your Expertise

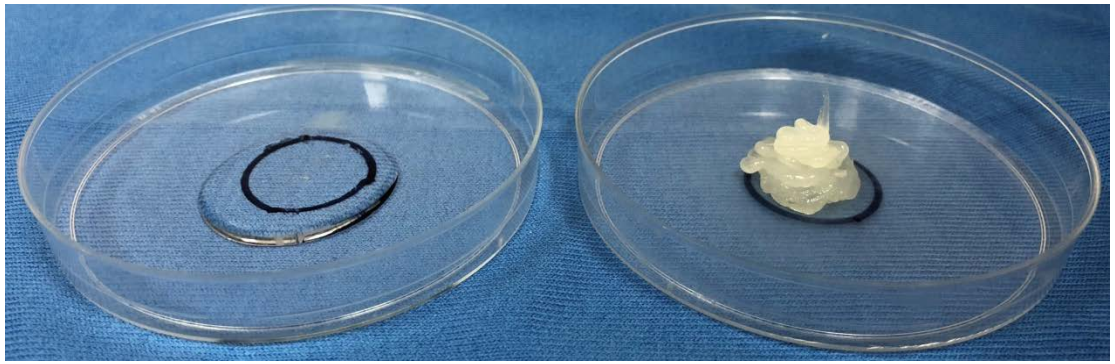
Example: Excerpt from a Sensory Workshop given to a Multidisciplinary Team
Hand and Body Lotion Protocol – Focus on Appearance

In a petri dish, dispense the product in a spiral shape using a nickel-size circle, filling it from the edge to the center.
Evaluate*:*
Integrity of Shape: Degree product holds its shape
Low: flattens
High: retains shape

Integrity of Shape @ 10 seconds: Degree product holds its shape
Low: flattens
High: retains shape

Tilt petri dish to see reflective properties and evaluate:
Gloss (product): Amount of light reflected from product
Low: dull/flat
High: shiny/gloss

Integrity of Shape: extreme references



Baby Oil
Integrity of Shape = 7

Petrolatum
Integrity of Shape = 90

Demonstrations are a great tool when presenting descriptive results to an audience [even for category appraisals]

Focus on experiential learning and demonstrations

Integrity of Shape = 85
Integrity of Shape = 80
Gloss = 78

Focus on experiential learning and demonstrations

Integrity of Shape = 40
Integrity of Shape = 30
Gloss = 82

Anticipate the question: Why should I care? Address it Quickly!
And more importantly – know when to focus on *impact* & when to focus on *method*!

Evaluating Product Appearance - Why does it matter? Consumer Lens

- First consumer interaction with the product
- Appearance generates expectations of performance
- Impact of product gloss and integrity of shape on consumer expectations

Establish credibility in descriptive information

Science – Reinforce the science in panel work

- Capabilities and limitations – Use case studies
- Reliability –panelists engagement and calibration

Regular Re-Validation Studies Allow to
Check the Health of my Panel Over Time

Routine Monitoring & Feedback Loop Help
Balance Volume of Testing, Speed, & Quality

Training, Practice, & Orientation Initiatives Ensure
The Panel Ready for Their Next Project

Community Building & Fun Learning Diversions
Strengthen Quality through Engagement & Add Value

Strategy - What else can they do? Leverage *blink!*

- Have panelists / sensory scientists ***at the bench***
- Reinforce credibility by adding value and acting as a partner

*"They believe we are a **Science**, now they have to believe we are their **Business Partner** as well!"*

"This field fought for decades to be taken seriously as a science, and I think we achieved that. […] Now the table stakes have gone up, now how do we be relevant, how do we lead the next wave, how do we enable companies to innovate and be leaders? Because more and more, we as a field are being expected to deliver the insights that are needed to make business decisions."

Todd Renn

Relevant and Actionable Information

Descriptive Analysis Makes a Difference across the Product Development Cycle

- What are the new sensory trends in my categories? In adjacent categories?
- We are exploring a new category – how can sensory help?

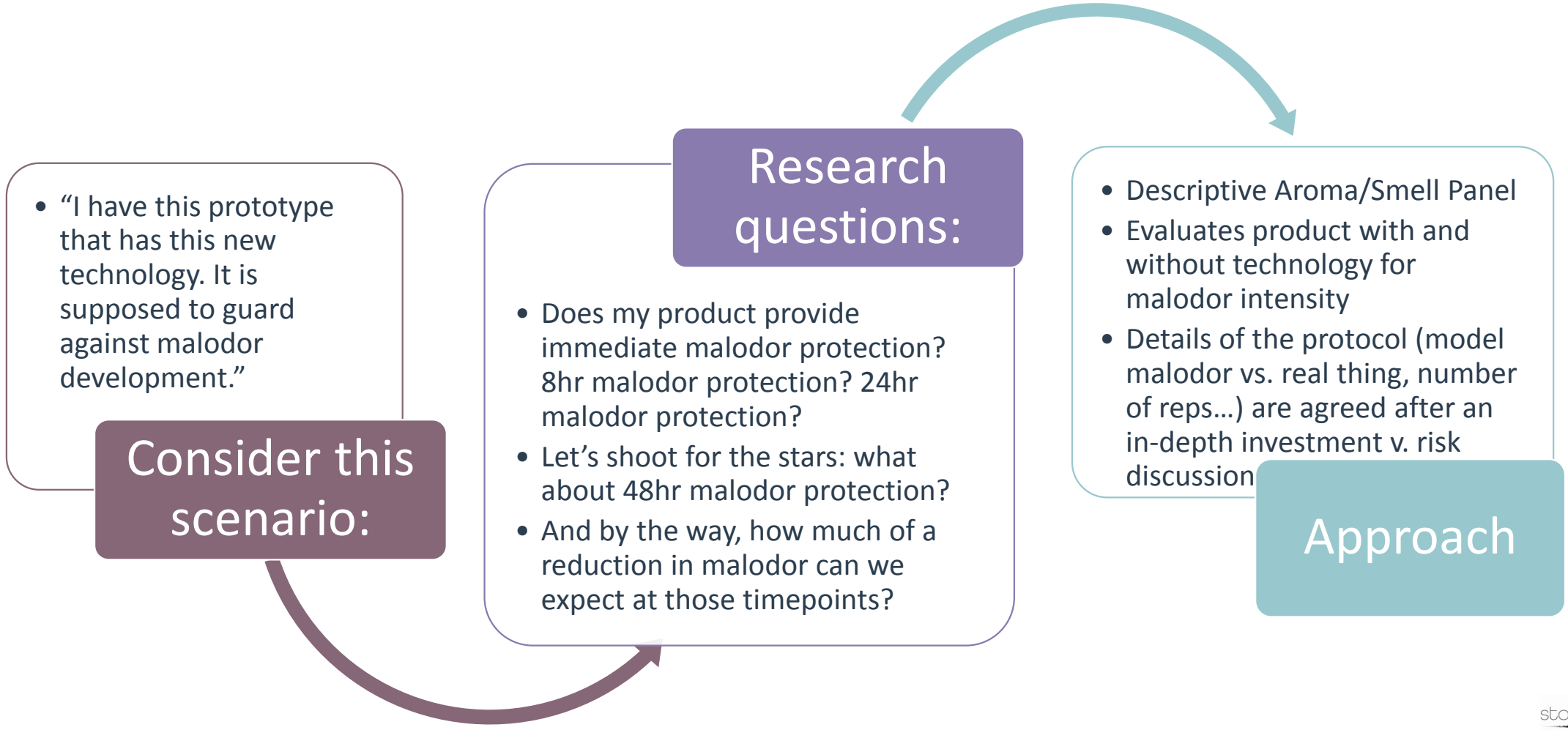
- In which way do my prototypes differ?
- Am I going in the right direction?
- Does my new product provide a significant improvement over another?
- What are the unique features of this product?

- Am I still making the product that I intended to make in the first place?
- Can I reproduce my prototype across all plants / lines?

- Are my raw materials within Sensory Specs?
- What is the variability of my product? Over time?
- Can you help me develop a Sensory quality program?
- Can this new plant / line deliver the same product as my old line?

- Shelf-Life
- Competitive Benchmark – how does this new product shifts the sensory space?
- Consumer Complaints – where are they coming from?

Simple Questions may have Simple Answers



Intuitive and straightforward output →
Clear and Concise Answers ↓

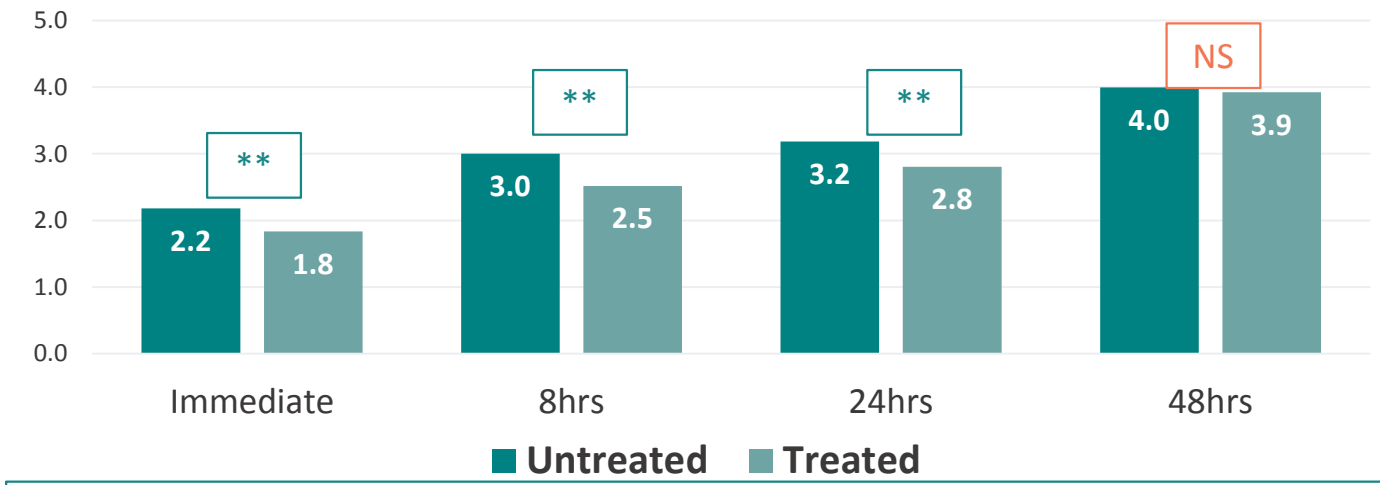
The product provides malodor protection up to 24 hrs.

In comparison to no treatment, the product reduces malodor intensity by 15% (+/- 6%) on average immediately, at 8hrs and at 24 hrs.

The product no longer provides malodor protection at 48hrs

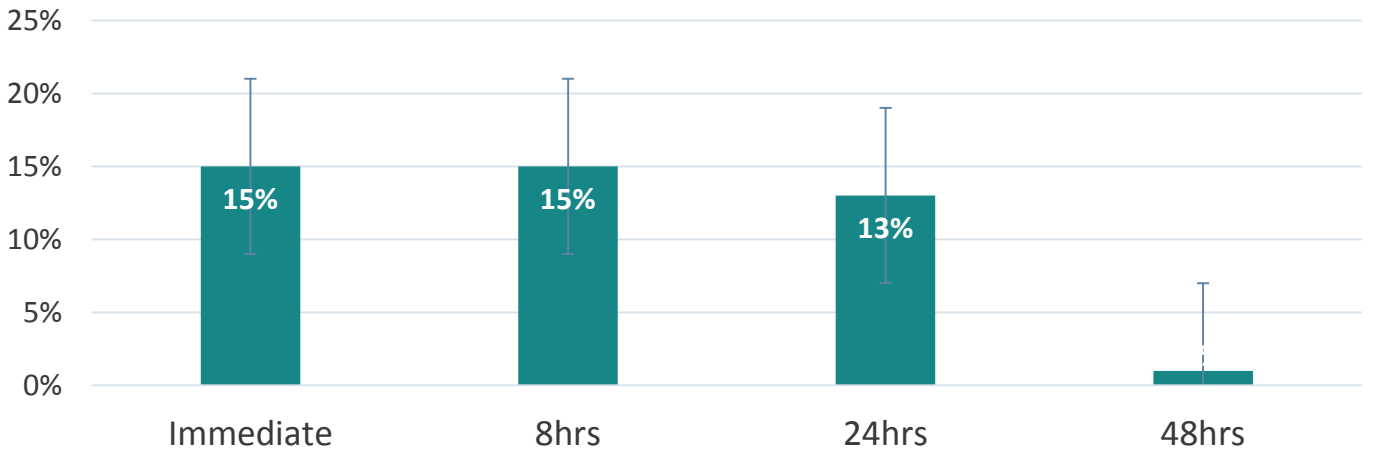
You solved the "What"!
Next: "Now what": risks of moving forward

Average malodor under the treatment and no treatment conditions



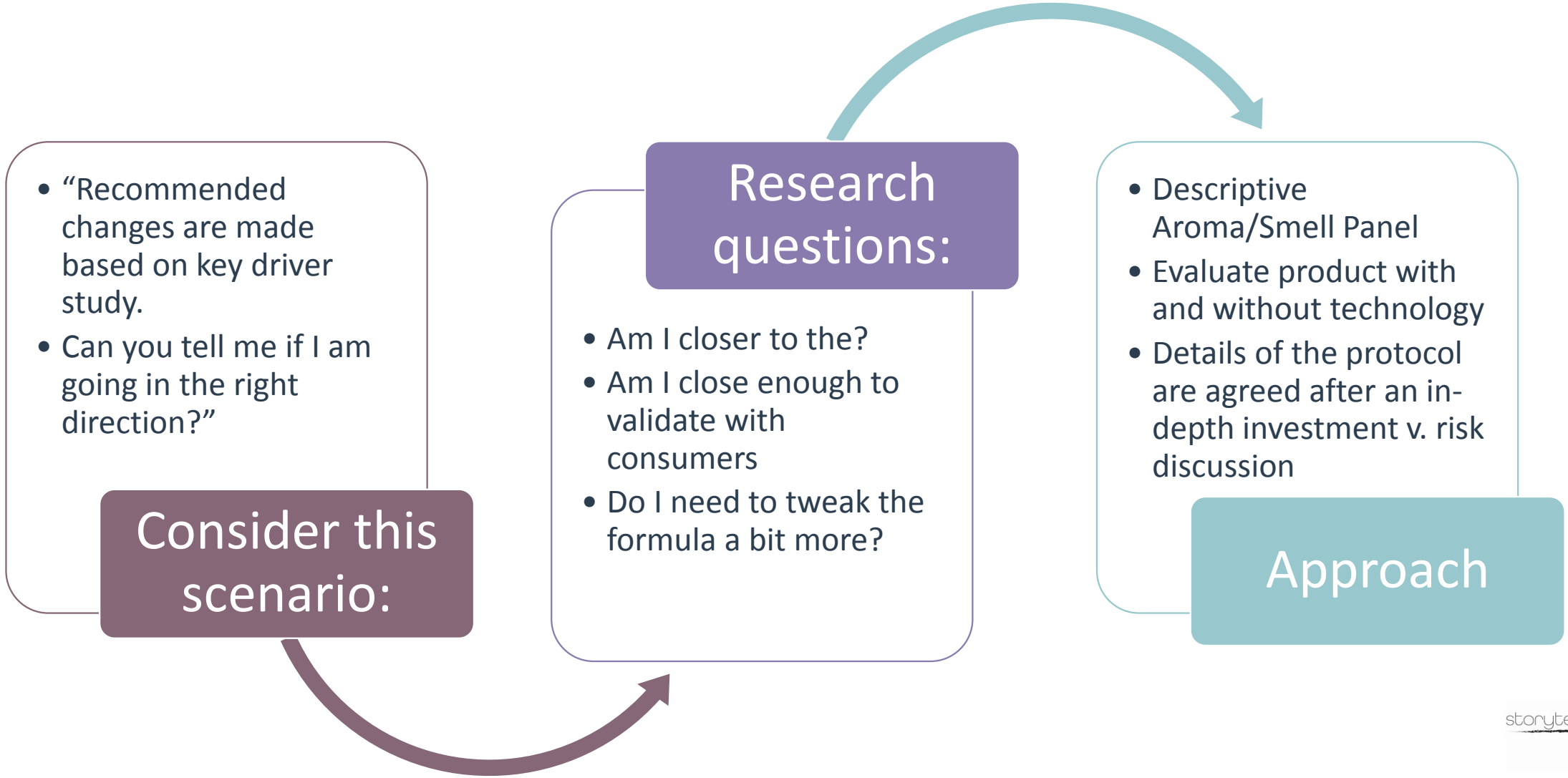
NS No significant treatment effect
** Significant Treatment effect (95%CL)
Odor intensity recorded on a 0-10 scale,

Average malodor reduction between treated and untreated axillae



Reported as % reduction between treated and untreated axilla

Simple Questions call for Simple Answers
Even when the information is more complex or multifaceted



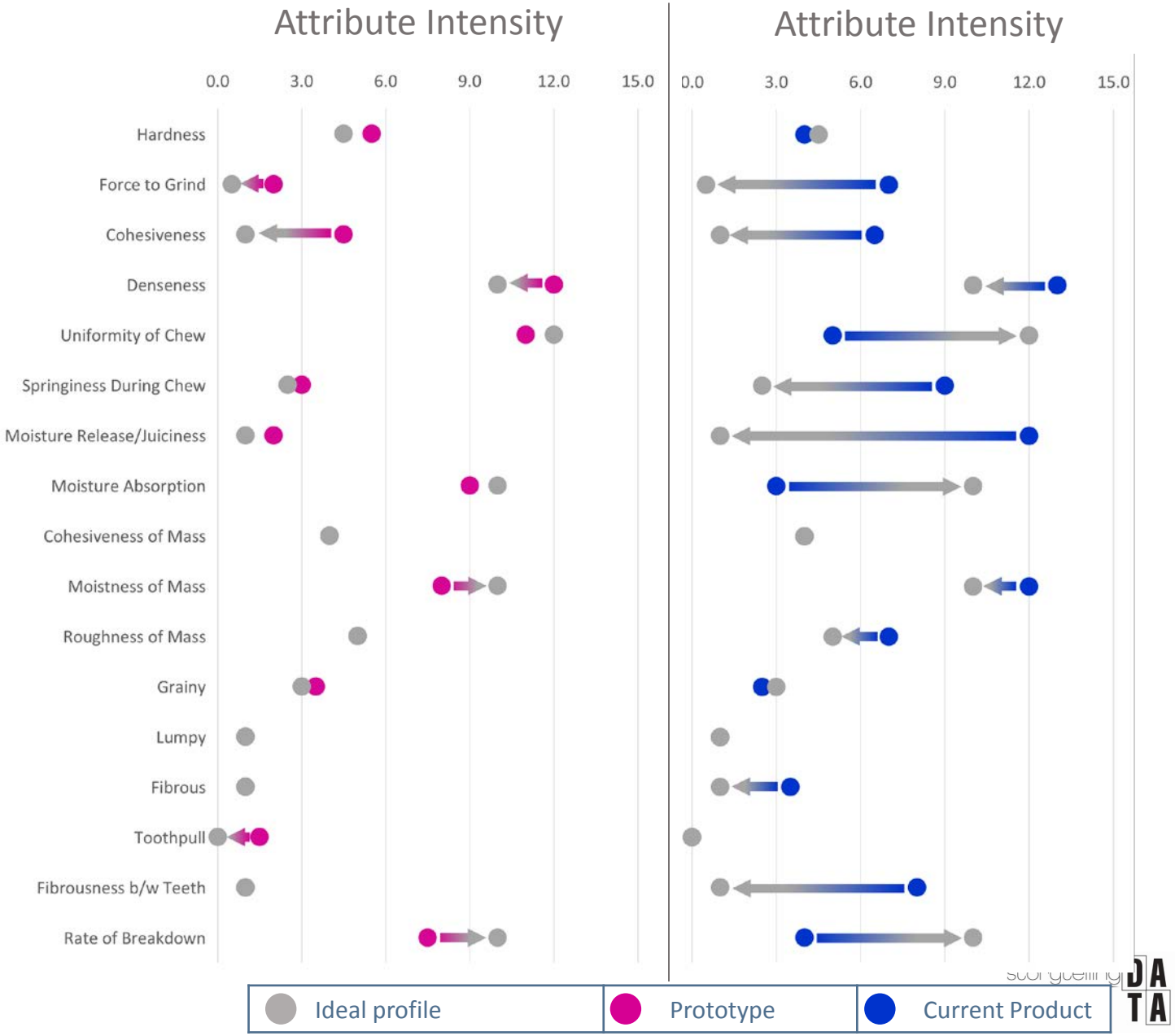
Intuitive and straightforward output →

Clear and Concise Answers ↓

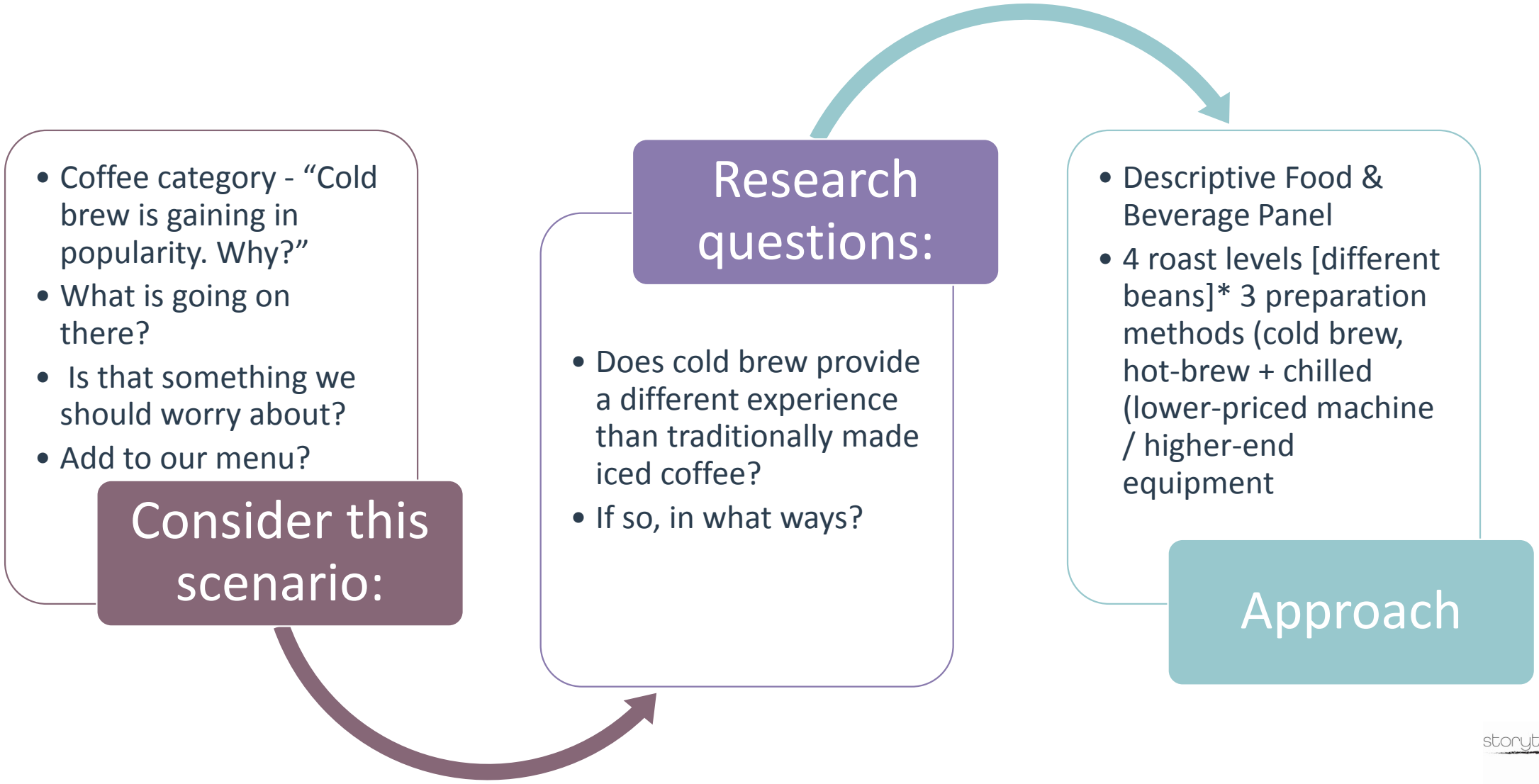
The new prototype (pink) is much closer to the hypothetical ideal profile (grey) than the current product (blue)

A few attributes can still be optimized to get closer to the ideal.

You solved the "What"!
"Now what": Are you still too far?
Should you validate with consumers? Or run with it…



…And the fuzzier or more complex questions?



Straightforward output when clearly explained →

Clear and Concise Answers ↓

Cold brew:

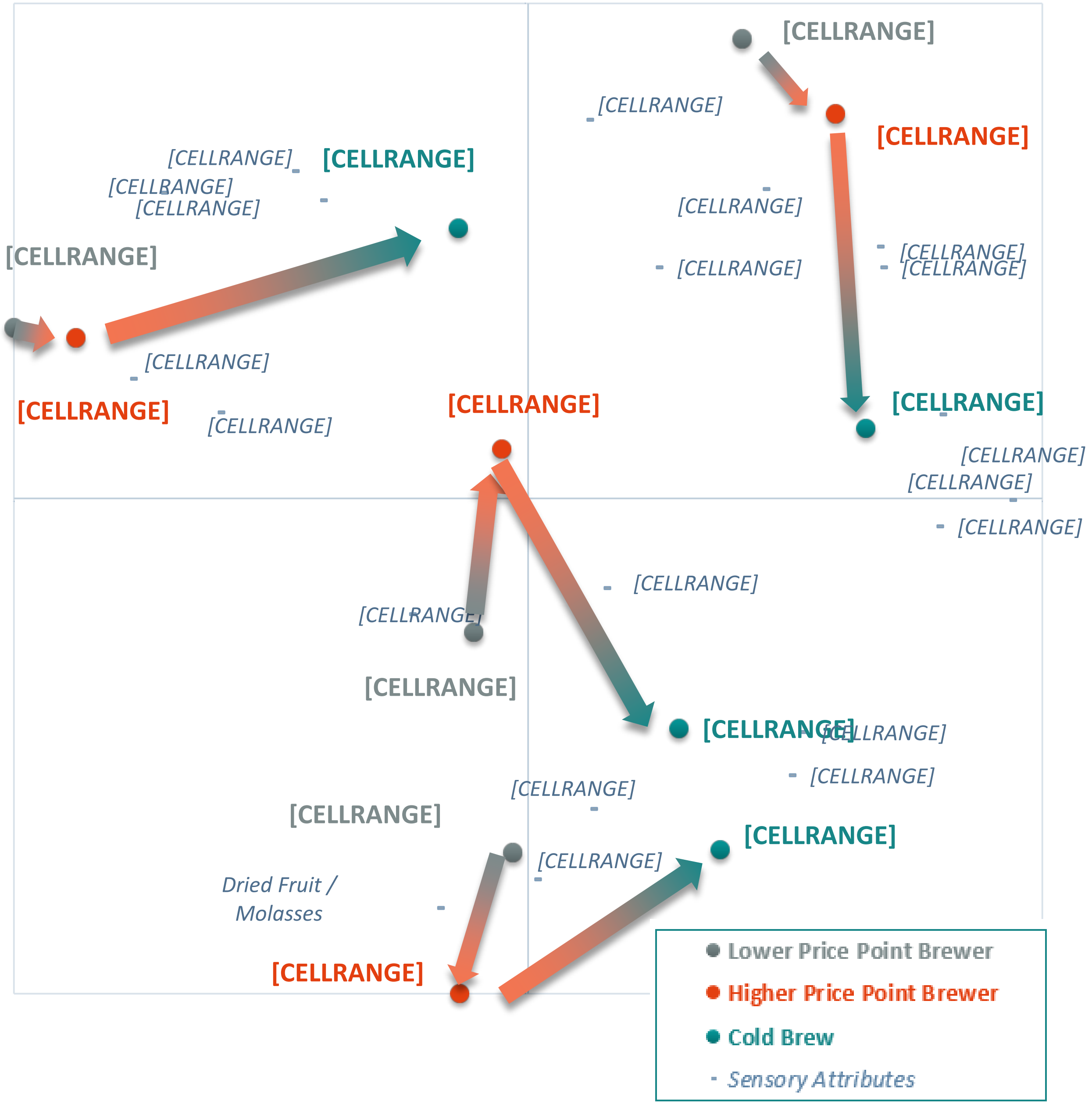
- Produces a more rounded, complex cup of coffee
- Allows the nuances of the roast profile to come out (e.g., chocolate).
- Balances the basic tastes (less sour, less bitter)

Chilled, hot-brews:

- Exhibit potentially **less desirable** flavor notes (ashy, rubber, hay)
- **Higher end** coffee maker result in profiles that are **closer to cold brew**.
- **Lower price point** coffee maker are **farthest from cold brew profile**

Early exploration: a definite difference (sensory benefit)

Now what – does it matter to consumers? Is that enough to justify launch? What is next?



Reinforcing relevance

Augment descriptive toolbox

- For speed consider snapshot / qualitative DA
- For innovation consider acting as the sensory translator in the innovation team…

Combine descriptive with other data –

- qualitative or quantitative consumer data
- instrumental data
- other product information

--- to uncover richer insights

Final Hints

- Know your audience
- Build in experiential learning with demos
- Keep it simple with intuitive graphics – and good looking
- Keep it consistent
- Make it relevant and actionable – next steps should be clear
- Leverage *blink!* – Panelists expertise at the bench
- Don’t hesitate to adapt methods and delivery of information to meet the specific needs of your research partners
- Share with passion and don’t forget to have fun in the process

Questions?