

Ideal Profile Method

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Aims and Scope

The Ideal Profile Method is a sensory methodology in which consumers are asked to profile products. During the test, they are also asked to describe their ideal and to score the products based on their liking.

At the end of the test, each consumer provides the sensory profiles of the products (how do they perceive the products?), the sensory profile of their ideal product (what do they want?) and liking scores (how do they appreciate the products?).

The aim of this tutorial is to propose an overview of the Ideal Profile Method, as well as tools to:

- understand how consumers define their ideals;
- validate the ideal descriptions;
- use this diverse information to improve the products.

Outline

Topics will include:

- introduction to the Ideal Profile Method;
- understand how consumers define their ideals;
- define and check for the consistency of the ideal descriptions, at both the panel and consumer's levels;
- validate the ideal descriptions at the consumer's level;
- give some way on how to guide for improvement the existing products;
- create Ideal Maps and find use this information to optimize your products.

Duration: 0.5 day

Audience: Students, researchers or professionals who would like to learn more about this methodology, or who would like to learn a new way of getting relevant information from consumers.

Background: No prior knowledge is required.

Software: All topics will be presented in R by using the SensoMineR package

Requirements: please bring your own laptop if possible (in case you do not have administrative rights, please contact me prior to the webinar and I'll inform you with the software that need to be installed)