



The Institute for
Sensory Research
Sensory. Science. Success.

Sensory Panel Solutions



Our site. Your site. Your choice.

As one of the industry's first sensory research providers, we know that ensuring panel quality is essential to producing accurate research results.

Whether you need your own on-site panel, a panel at our location designed for you, or a panel that you can use as needed, we offer flexible panel solutions to align with your sensory research needs.

Descriptive
Panels

Discrimination
Panels

Client-Site
Panels

In-Context Sensory
Panels

Semi-Trained
Consumer Panels

www.sensoryguidance.com



Descriptive Panels

- Sensory acute and articulate panelists
- 20 panel members with a minimum seven years' experience
- Trained in personal care, cosmetics, oral care, beverage alcohol (spirits, beer, wine), food and beverages.
- Trained to objectively evaluate attribute intensities, without judging the product on liking (as opposed to using consumer tests).

Discrimination Panels

- Acuity-screened panel pool
- Trained with protocol and lexicon instruction, utilizing terminology that is precise.
- A quick screening method designed to understand overall difference among products
- Useful for determining if perceivable differences exist before engaging in descriptive analysis or consumer testing

Descriptive Analysis

Flash Profiling

Lexicon Creation

Napping

Product Screening

Temporal Dominance of Sensation

Time Intensity

2-AFC

A-not-A tests

Difference from Control

Duo-Trio Test

Ingredient Supplier Selection

Plant to Plant Variation

Quality Control Measurements

R-Index

Shelf Life Testing

Triangle Test





Descriptive Analysis

Product Screening

Lexicon Creation

In Context Evaluation

Experiential Feedback

In-context Sensory Panels

- Sensory acute and articulate panelists
- 20 panel members with a minimum seven years' experience
- Trained to objectively evaluate attribute intensities, without judging the product on liking (as opposed to using consumer tests)
- Able to complete sensory evaluations in context
- Useful for receiving technical feedback as well as experiential feedback

Competitive Assessment

Descriptive Analysis

Product Screening

Quality Control Measurements

Semi-trained Consumer Panels

- High users of the category
- Trained with protocol and lexicon instruction, utilizing terminology that is precise.
- Able to complete sensory evaluations in the lab or in context
- Useful for obtaining emotional and experiential feedback and product guidance





Client-Site Panels

Recruiting

- Local area recruiting assures full participation
- Phone interview assesses general health history questionnaire, availability and descriptive ability
- In-house screening for sensory acuity tests, scale usage ability, and interviews

Training

- Protocol training, sensory attribute definition alignment, reference understanding & rating and overall scale usage
- Panel validation on score repeatability and score consistency
- Fine tuning panel scores for specific attribute training & re-validation



Our Approach

We are one of the most experienced scientific sensory research organizations in the nation with more than fifteen years' working with apparel, beauty, beverage, food, household care, and personal care manufacturers from across the United States and around the globe.

Our approach links established sensory and scientific methodologies with strict quality controls to provide reliable research results for confident decision making.

- Panelists are carefully selected and screened to ensure high levels of sensory acuity and articulation.
- We employ standard rating scales for intensity and standards for clarification of descriptors.
- Panelists are consistently monitored – individually and as a group – to ensure consistency and repeatability.