

# Sensometric tools for a product's improvement strategy taking into account the preference of the consumers.

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A growing trend in the industry (and not only in the food industry) is the willingness to integrate the satisfaction of the consumers in the process of creating better products. This must lead the sensometric community to propose efficient strategies to answer this need. Name the key attributes is important but not sufficient. There is a need to define target values for each attribute that will ensure a real improvement of the product in terms of preference for consumers or at least for a subset of consumers. More efficiently, from a practical point of view, it is necessary to define for each key factor an interval of possible values that allows the creation of a product more appreciated than its competitors.

This lecture presents a significant improvement of the preference mapping (using the quadratic model) that takes the consumers preferences into account, at the preliminary stage of the new product development. This new approach allows a more accurate ranking of the influence of the attributes. The main consequence is the improvement of the sensitivity curves allowing a more accurate determination of the target intervals for each attribute. It also presents the 3D version of the quadratic preference mapping. Eventually I will show the efficiency of the qualitative regression to understand the consumer clusters (based on the preferences) with qualitative information concerning the consumers. This will allow a better targeting of the marketing communication on the new product.