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Abstract

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 these 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 consumers levels;
- validate the ideal descriptions at the consumers level;
- give some way on how to guide for improvement the existing products;
- create Ideal Maps.

All these steps will be presented in R by using the *SensoMineR* package.

Intended Audience

Students, researcher 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.

Prerequisites

No prior knowledge is required.

Related Links

More information will be available (scripts and datasets) at <http://sensominer.free.fr>. The information for the participants will be available on the day of the tutorial both on the webpage or at the tutorial itself (but unfortunately not before the day itself).