

Sorting and Napping™

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Summary

In the sorting method the judges (panelists, consumers) are asked to group samples according to their similarities. They may also be asked to describe the groups they have created.

In the napping method the judges (panelists, consumers) are asked to position the samples on a map, the closer the more similar. They may also be asked to describe the products, to group the products, and to describe the groups.

Both methods allow using relatively large numbers of samples in order to describe the range of products of interest.

The aim of the workshop is to practice the techniques.

Workshop outline

The workshop will include, for each of the methods

- Description of the method
- Participation to a test as a judge
- Analyzing the data collected, or a data set supplied.

The data will be collected using FIZZ, and analyzed using FIZZ and SensoMineR.

Audience

Symposium participants who want to see the methods in practice.

Prerequisites

No prior knowledge is required.