FRAMEWORK OF POTENTIAL FLOW CHART TO GUIDE RESEARCHERS TO THE CORRECT ASTM E18 DOCUMENT TO MEET THEIR SENSORY RESEARCH OBJECTIVE

Background

Define the Objective

Risk Assessment

Sensory Test Objective

Understand the context for the requested Sensory Testing, including any prior testing

BUSINESS OBJECTIVE - how will this research be used?

RESEARCH OBJECTIVE - what exactly needs to be measured?

CONFIRMATORY RESEARCH - Data will be used to substantiate a claim or make major product decisions

EXPLORATORY RESEARCH - Data will be used to guide further research or to make minor product decisions.

Are Products Perceptibly Different?

How do the Products Differ?

Do Consumers care about the differences?
Typical Questions

**Are Products Different?**
- Is product change noticeable or different?
- Are we maintaining quality?

**How do Products Differ?**
- How does my product perform?
- Does product meet/exceed consumer expectations?

**Do Consumers find Products Acceptable?**
- Is product change acceptable/improved?
- Is product parity or superior to competition?