



METHODS



The product experience
is indispensable

INNOFACT Tasting
in the test studio

People have to experience products in order to be able to make a well-founded judgement. Especially when evaluating "real" new products, which go beyond a pure line extension, haptics and taste perception often play an important role.

Entire product and food categories would not have been created, if customers had only been asked whether they needed product X or Y. Only when test persons can actually see or even try the product, it becomes apparent whether and how it could fit into daily use situations.

INNOFACT therefore offers holistic surveys as face-to-face surveys in the test studio, product tasting and, if necessary, blind tasting.

METHODS

Tasting



It tastes good to the customer

INNOFACT has access to a wide range of test studios throughout Germany. Together with trained interviewers and well-equipped test stations, which also include kitchens with sufficient refrigeration facilities, **INNOFACT** simulates a real product experience that enables the test persons to make a realistic assessment.

How it works

- The client sends the test samples (in sufficient quantity and - if relevant - taking into account the cold chain) directly to the selected test studios.
- **INNOFACT** develops a questionnaire tailored to the customer's questions.
- The interviews are carried out by interviewers specially trained for this project.
- The interviews are carried out via CAPI interviews as online questionnaires. The interviewer enters the answers of the respondents, who are interviewed directly in individual interviews, directly into the PC or tablet. This saves time and money.
- There is no need for subsequent data acquisition!
- The interviewer presents the test products, as well as the response scales and corresponding picture material to the respondents.
- The client has the option to be on site on a day of election and interviews with test subjects and can watch through a one-way mirror.

These questions will be answered

- What wishes and needs do consumers have with regard to the product investigated?
- Does the intended perception of taste correspond to the consumers?

- Which recipe is better used by consumers, and why?
- How does the product taste also in the comparison to the competition?
- Will changes be made to the recipe of an existing product, and if yes, what influence does this have on the product and its brand image?
- Would the customer try the product, would the customer buy or recommend?

What INNOFACT delivers

- Starting points for optimisation in order to position the product better on the market.
- Generation of relevant insights regarding optimisation potentials and adaptation of the product idea to the wishes and needs of the consumers.
- Ideas for a possible revision or adaptation of communication and product description.
- Decision support for follow-ups, revisions or readjustment of the product strategy.
- Detailed information on the holistic perception of the product idea (concept, look, feel, taste) from the consumer's point of view.
- Delivery of results by means of easy-to-understand and meaningful report including management and recommendations for action.
- Many years of experience with studio tests.
- Pre-recruitment of test persons (if necessary or desired) via the nationwide **INNOFACT Consumer Panel**.