Smart Sensory Solutions
INTERNET OF SENSES

THE SOFTWARE FOR **SENSORY** AND **CONSUMER TESTING**

WHAT YOU CAN REALLY DO

Drive innovation in your company
Introduce sensory analysis in your workflow to validate your products, use surveys and consumer studies to understand your market.

Marketing and Sales
- Customer satisfaction
- Customer profiling and segmentation
- Product benchmarking

Research & Development
- New product development
- Production process changes
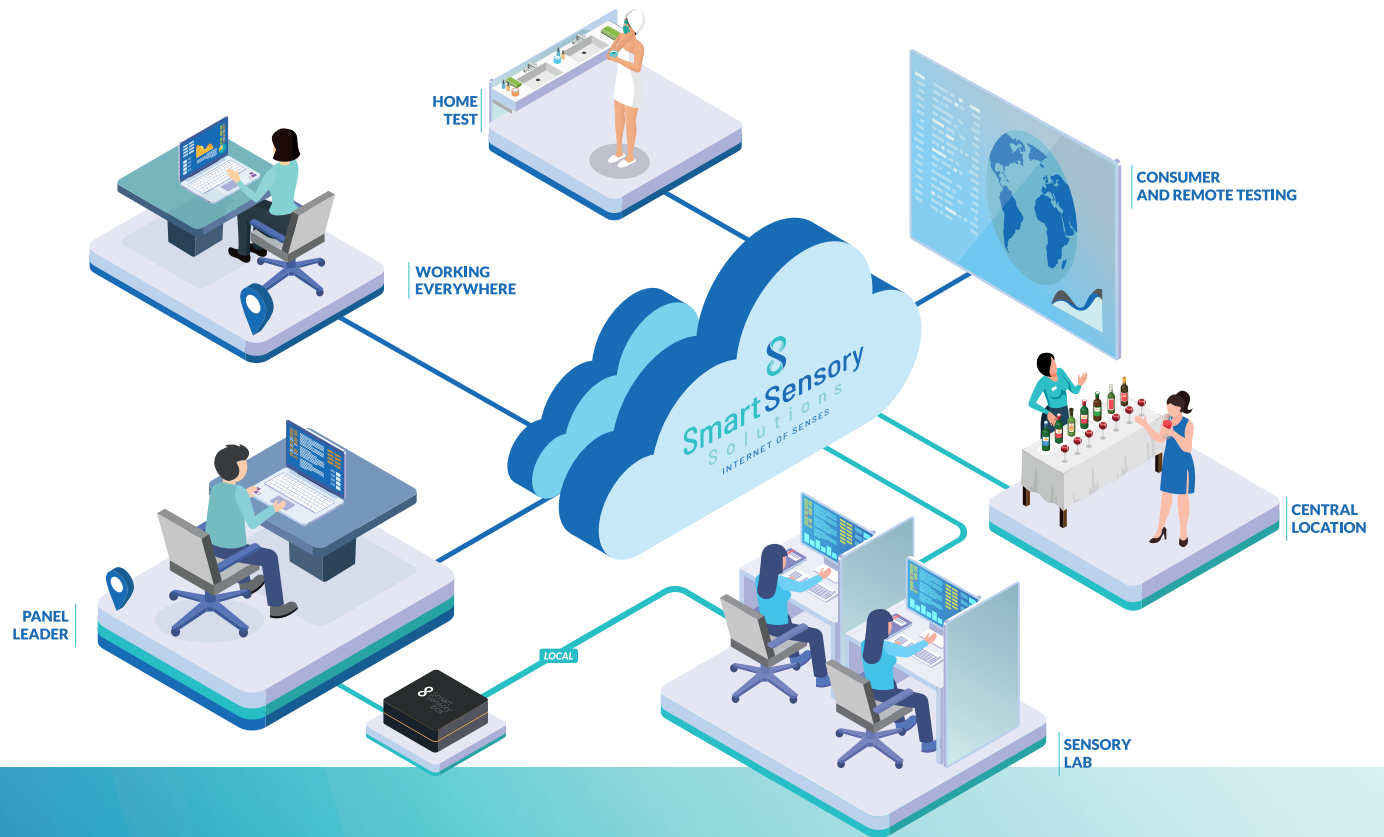- Product reformulations

Quality Control
- Raw materials and supplier compliance
- Shelf-life and packaging studies
- Batch releasing

INTERNET OF SENSES

Cloud, Offline or Hybrid installation

Smart Sensory Solutions is a **cloud-based software** with an offline option capable of working without an internet connection.

WORKING EVERYWHERE

HOME TEST

CONSUMER AND REMOTE TESTING

PANEL LEADER

CENTRAL LOCATION

LOCAL

SENSORY LAB

Multi-Channel data collection:

Conduct sensory evaluations anywhere, anytime.

Turn any device into a potential testing station. Tests can be managed in a traditional sensory lab (CLT), offline through our **Smart Sensory box**, at consumers' homes (HUT), or via web (CAWI). Results are collected in real-time.

EMPOWER YOUR WORK

With our suite you can manage and personalise your tests, create a survey, analyse responses, visualise results and export complete data driven report.

All-in-one platform
Choose among 20 pre-configured, highly-intuitive testing protocols

Modular software
Start a sensory programme in your company, step-by-step

100% personalised
Create your own studies and adapt them to your needs

Easy-to-use
A user-friendly interface that you can use from anywhere, with any device and even offline

Advanced tools in a simple interface
Easily build complex designs of surveys and sensory tests by dragging and dropping them in a sequence; randomise your samples with just a few clicks

Data analysis
Connect the dots to uncover the evolution of your products

OUR SOLUTION TO ENHANCE YOUR WORK

Features

RECRUIT

Recruit people everywhere and build your balanced panel. Select and train your panel, monitor its performance and manage rewards with our dedicated tools.

TEST

Build your questionnaire in any language and share it with your panel via QR-Code. Collect powerful insights on your product and your customers.

ANALYSE

Data are collected and statistically analysed in real-time based on the specific sensory or consumer tests applied.
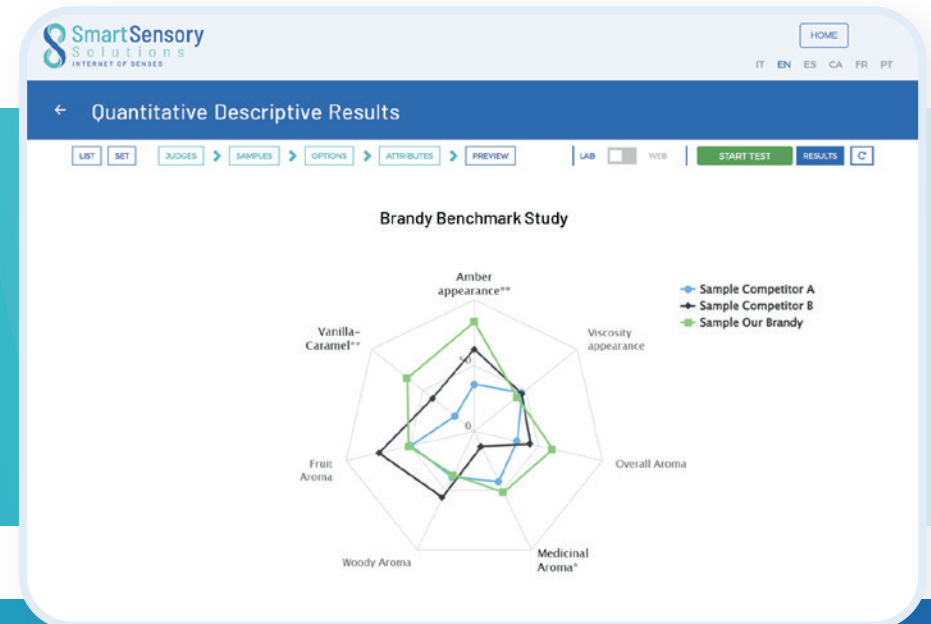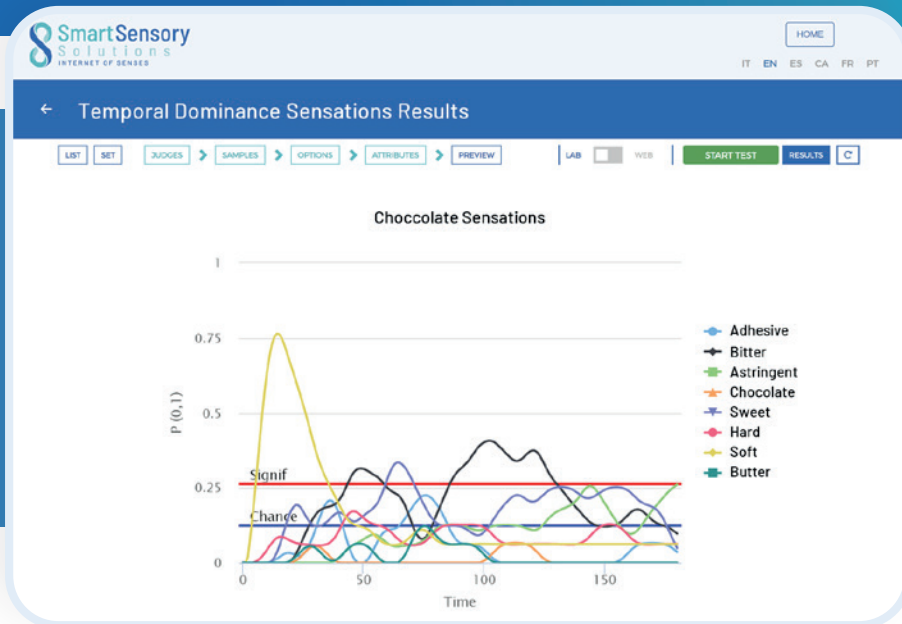
UNDERSTAND

Results are summarized in clear statistical tables and visualized on intuitive charts in order to effectively support your decision-making process.

EVOKE, MEASURE, UNDERSTAND

Ready to test in less than a minute
Create surveys, manage consumer panels, analyse responses, obtain key information.

Discriminant, Descriptive, Quantitative Tests
Determine if products are perceived differently and measure the intensity of their characteristics.

Quantitative Descriptive Results

Brandy Benchmark Study

- Sample Competitor A
- Sample Competitor B
- Sample Our Brandy

Amber appearance**
Viscosity appearance
Vanilla-Caramel**
Overall Aroma
Fruit Aroma
Medicinal Aroma*
Woody Aroma

Temporal Dominance Sensations Results

Choccolate Sensations

P (0,1)

- Adhesive
- Bitter
- Astringent
- Chocolate
- Sweet
- Hard
- Soft
- Butter

Signif
Chance

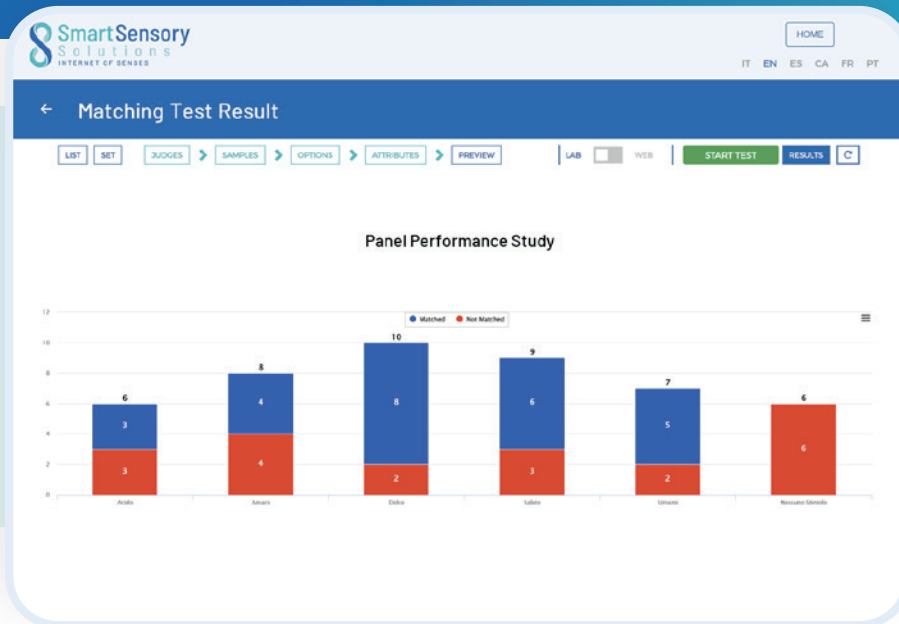0   50   100   150
Time

Temporal Tests
Understand how the perception of a product evolves during its consumption.

EVOKE, MEASURE, UNDERSTAND

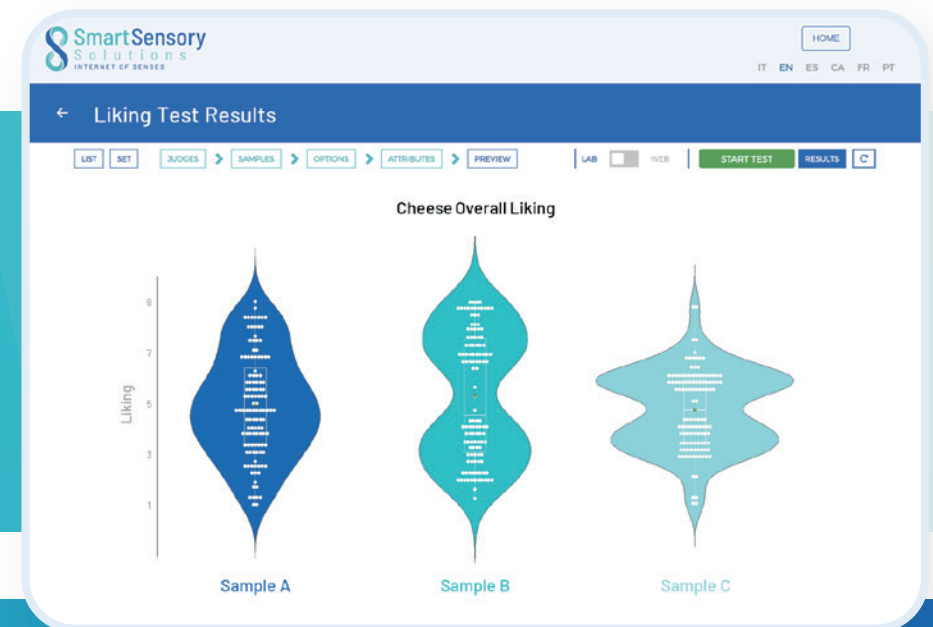## Choose your tests to build your tailor-made sensory software

Consumer Tests
Identify the drivers of liking of your products to enhance your marketing campaigns.

Panel performance
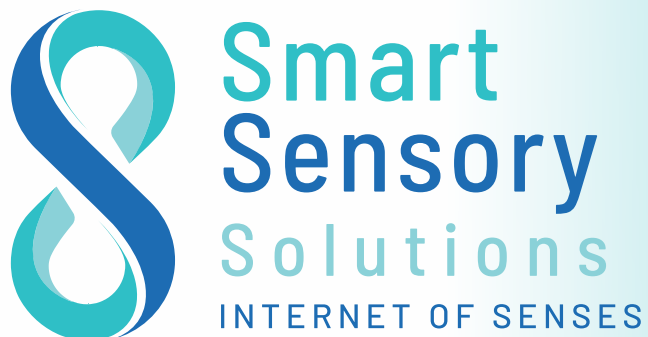*Monitor the panel performance in order to validate your results.*

WORLDWIDE EXPERIENCE WITH
A DEDICATED SUPPORT TEAM

Understand your consumers and empower your products

Smart
Sensory
Solutions
INTERNET OF SENSES

TALK TO ONE OF OUR EXPERTS

Contact information

Smart Sensory Solutions is designed to grow with your needs, making it the perfect choice for businesses of all sizes. **Discover how our innovative software** can enhance your sensory analysis and consumer testing processes.

+39 340 28 36 591

info@smartsensorysolutions.com

www.smartsensorysolutions.com

Smart Sensory Solutions s.r.l.
Via Coppino 32
07100 | Sassari | Italy