Optimum Consumer Products

Advantages

- **Faster time to market with winning products**

- **Produces maximum consumer approval for your products**

- **Streamlines R&D and market testing process**

- **Industry proven product optimization process**

Key Features

- **Shorter development cycle time at lower cost than classic methods**

- **Works with most food and personal care products**

- **Integrated with leading edge management techniques**

- **Consumer preference directly captured and modeled**

- **Based on rigorous statistical methods**

Maximize Consumer Preference for Your Products

Are your customers happy with your products? The food industry experiences 4 failures out of every 5 new food products. Many companies are criticized for products that do not meet consumer's expectations.

Using Optimum Consumer Products (OCP), it is now possible to achieve maximum consumer approval of your products at an affordable cost.

The unique OCP tool allows you to rigorously model the relationship between perceived quality of your product and the use of expensive components. This information allows you to position your product in price and quality to maximize market share and profits.

The Streamlined Process

OCP streamlines the development cycle by moving R&D for product development directly to consumer testing with relatively small numbers of consumers. To achieve the same amount of information with current best practices it is necessary to use 10 times or more consumers in complex testing.

As part of the optimization process, a predictive model is created that relates consumer preference to the product's manufacturing specifications. Although current modeling tools attempt to achieve this, they fall short because they are unable to tie consumer approval to the setting of a dial on the process equipment.

OCP Creates Products Which Achieve Maximum Consumer Preference
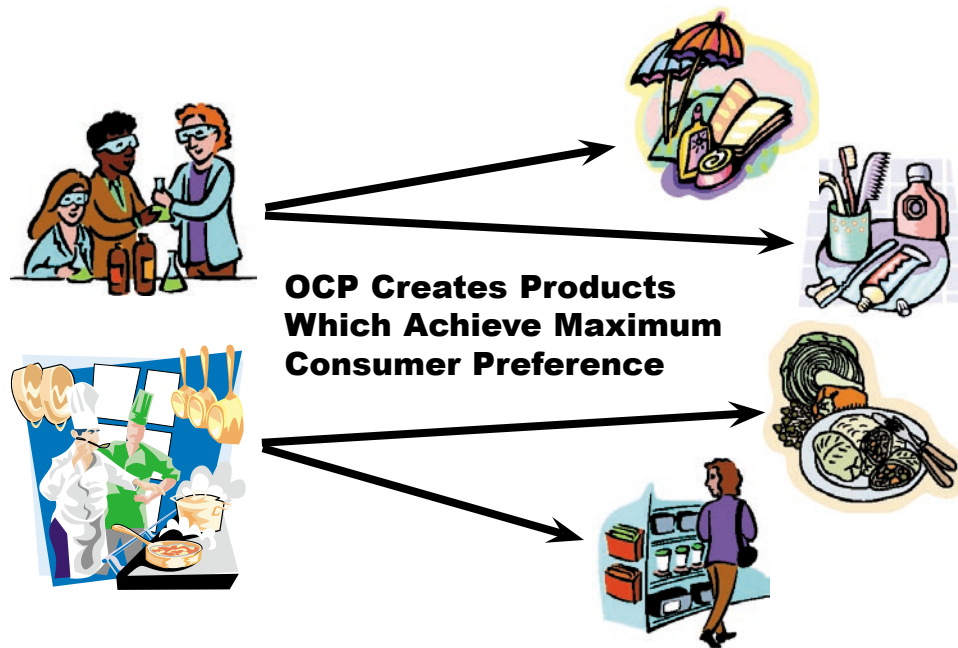
Velocity Pointe

Speed to Profit™
Management Technologies

The Classic Approach

A major limitation with classic product development tools is that consumer preference, the most important product characteristic, is rarely tested during the R&D phase. The classic approach prefers the use of trained panels, which are very effective in measuring the many product attributes - except for consumer preference!

Fundamental statistics show that to optimize a process with 4 or more formulation and process variables, tens of samples must be tested. Sensory scientists know that sampling tens of samples significantly degrades the sensory results. So the full model is often bypassed.

Asking an untrained consumer, "On a scale of 1 to 10 how silky does this hand cream feel?", will produce highly variable results. Thus it is obvious that to rate a given attribute in a calibrated manner requires trained panels. Since the classic approach concentrates on modeling the products attributes, it avoids using untrained consumer input until the validation testing of the final product. Consumer preference is almost never used in a true feedback process to optimize the product.

Being able to describe a product's attributes does not mean that you can predict consumer preference.

Using Consumer Products Plus™

Fundamental to Optimum Consumer Products is the creation of a statistically rigorous relationship between the consumer preference and the variation in how the product is made.

OCP defines the set of samples and the pairwise testing protocol for presenting them to the consumer in a simple "Which one do you prefer?" manner. The critical information is put into the samples by determining the exact specification of each sample and which samples are to be compared.

Our new technology allows us to use consumer's simple comparison results to create a model which connects the preference for the product to the manufacturing settings.

Our analysis tool determines the product most liked by the consumer - often one that was not in the group of tested samples! The next step is to apply real world constraints and find the best trade-off between the cost of manufacture and the consumer approval of the product.

This process opens new opportunities. Testing is so simple that it can be moved to where the consumer makes their buying decision. Products can be optimized to give the best tradeoff between consumer preference and product price. Last, the preference information is part of the early product development cycle - this allows one to abandon a weak product before major investment has occured.

The variations in the product are taken directly to the consumer.