

# The Institute for Perception

## Our Goals....

- Provide** client services in the design, execution and interpretation of product and concept testing projects
- Conduct** and publish basic research on human perception in the areas of methodology, measurement and modeling
- Improve** professional knowledge through internal and external short course offerings and seminars
- License** proprietary software to provide access to new modeling tools

The Institute for Perception  
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# The Institute for Perception

IFPrograms™



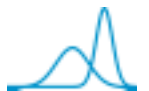
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## CLIENT SUPPORT

PRODUCT DEVELOPMENT, MARKET RESEARCH, QUALITY ASSURANCE

We manage consumer research projects:

- ◆ Design
- ◆ Analyses
- ◆ Reports
- ◆ Presentations

We analyze and interpret existing client data.

We manage product testing projects and design competitive product portfolios with optimum appeal to consumers.

We help our clients position their products and evaluate the quality of existing brands.

We improve methodology related to trained panels and consumer testing.

Our techniques have a broad range of applications. We've worked in these and other categories:

- ◆ Beverages
- ◆ Snack Foods
- ◆ Appetizers
- ◆ Distilled Beverages
- ◆ Beer
- ◆ Dairy Products
- ◆ Fragrances and Air Care Products
- ◆ Tobacco Products
- ◆ Home Care – Furniture, Floor, Laundry, Glass
- ◆ Hearing Aids
- ◆ Hair Care
- ◆ Soaps and Facial Cream
- ◆ Trademark and Advertising Claim Disputes

## SHORT COURSES AND SEMINARS

Representatives of more than 160 companies have attended our short courses, which are designed for personnel in market research, product evaluation, product development, and quality control.

Courses and seminars are offered at off-site locations and, upon request, at client locations.

Please visit [www.ifpress.com](http://www.ifpress.com) for additional information on our course and seminar offerings.

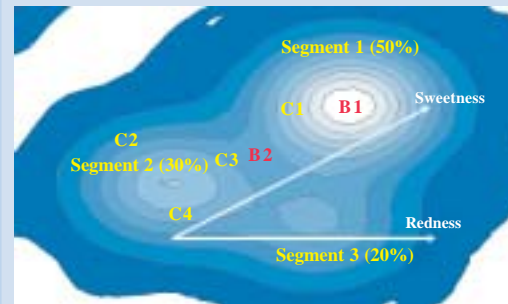
## RESEARCH

We are an active research group and have published extensively on methods and models for product and concept testing in such areas as:

- ◆ Chemical Senses
- ◆ Statistics
- ◆ Product Quality
- ◆ Psychometrics
- ◆ Mathematical Psychology
- ◆ Experimental Design
- ◆ Replicated Testing

Links to our peer-reviewed papers and technical reports are available at our web site. Topics include how to measure perceptual differences and intensities and how to find the variables that drive consumer liking and preference.

Recent research has been focused on mapping products and individual ideal clusters in sensory spaces. These maps are then used to design optimum product portfolios.



### Competitive Strategies and Optimum Product Placement

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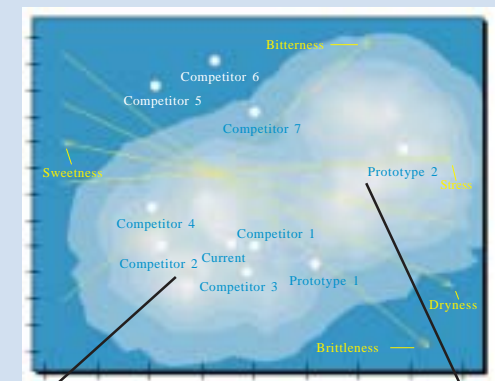
## IFPROGRAMS SOFTWARE

### Advanced research tools for human perceptual measurement

Find out what people want and why they want it! IFPrograms™ is a software collection designed



specifically for product developers, sensory scientists and marketers. IFPrograms™ models data from discrimination, rating, and hedonic methods and generates a standard measure of sensory difference,  $d'$ , for a wide variety of techniques including 2AFC, 3AFC, triangle, duo-trio, intensity scaling, relative scaling and preference. IFPrograms™ also offers multivariate modeling techniques such as preference mapping, consumer clustering, and Landscape Segmentation Analysis®.



Segment 1

Segment 2

LSA map generated by IFPrograms™