Technical Insights Tools to Support New Product Innovation

October 16-17, 2025
Williamsburg, VA 23185

Learning Objectives

Clarify the distinction between Invention & Innovation Gain a foundational understanding of these core concepts	**Critically evaluate model assumptions** Question and refine your understanding of consumer behavior models
Contextualize your work See how your individual tasks contribute to your organization's broader innovation goals	**Segment customer needs** Learn how to analyze diverse customer preferences within your market
Understand consumer decision-making Explore Thurstonian models for difference and rating methods	**Link sensory and consumer data** Predict consumer response based on internal panel data
Focus on user benefits Identify and articulate the core benefits of new offerings that can be noticed by consumers	**Learn how to use Combinatorial Tools** TURF analysis and Graph theory
How to plan a category appraisal Develop optimum product rotations	**Building Product Portfolios** Optimum products for target segments
Unfolding using LSA An essential tool to develop new products	**Inform launch decisions** Provide robust justifications for go/no-go decisions

REGISTRATION

In Person or Virtual Course Fee **$1,795**

Fee includes:

- Printed course manual
- PDF downloads of:
  - Readings in Advertising Claims Substantiation
  - Thurstonian Models: Categorical Decision Making in the Presence of Noise
  - Tools and Applications of Sensory and Consumer Science
- Lunch and beverage refreshments during the course and a group dinner on Thursday evening

Register Online:

https://www.ifpress.com/oct-2025-program

COURSE VENUE
The course will be presented in person at the The Williamsburg Inn Williamsburg, VA 23185

CANCELLATION POLICY: Registrants who have not cancelled two working days prior to the course will be charged the entire fee. Substitutions are allowed for any reason

INSTRUCTORS

Dr. Daniel M. Ennis
President
The Institute for Perception

William Russ
Principal Data Scientist and Lead Programmer
The Institute for Perception

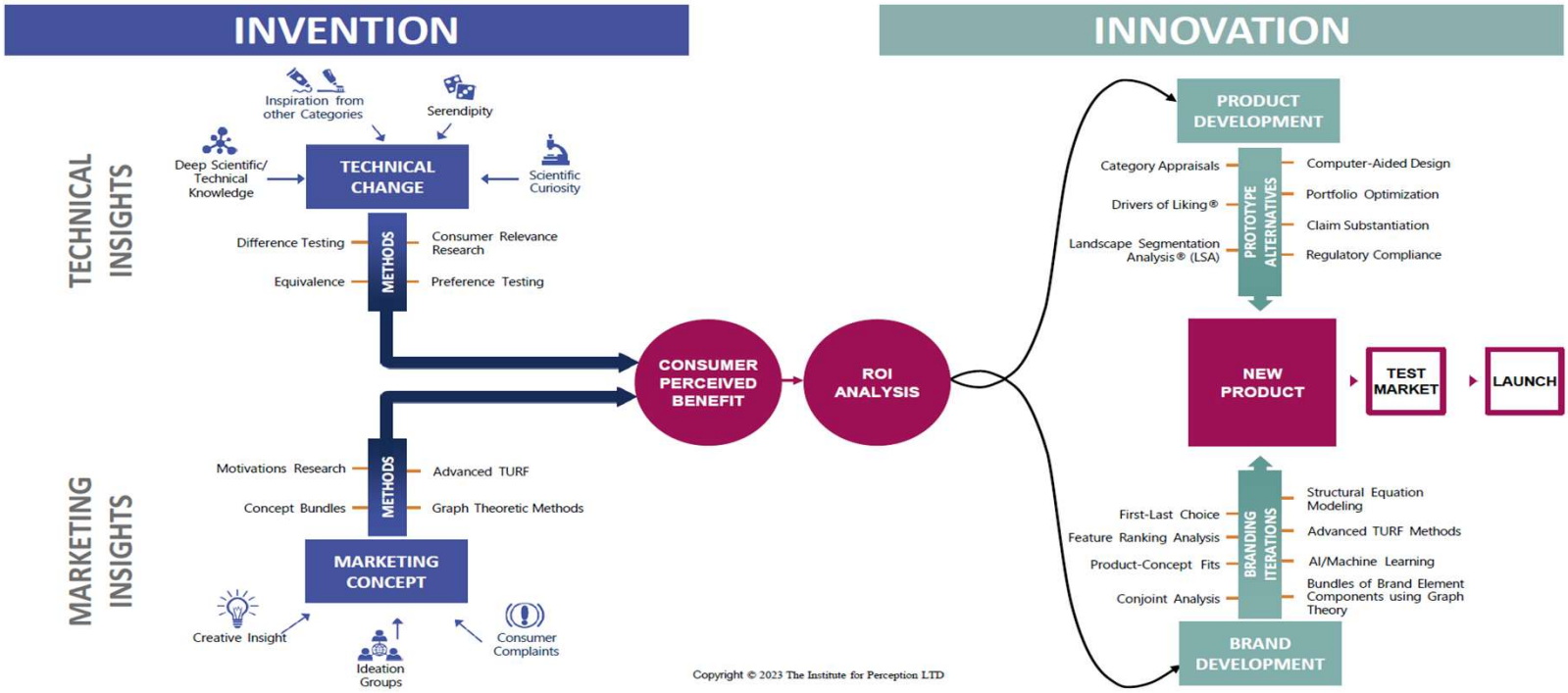
Anthony Manuele
Molson Coors Beverage Company
- Retired Vice President of Global Brewing, Quality, Innovation, and Technical Governance

For biographical information on the speakers, visit https://www.ifpress.com/oct-2025-program

Technical Insights Tools to Support New Product Innovation

THURSDAY, October 16, 8am-4pm

AN INVENTION – INNOVATION BLUEPRINT (I²B)



Topics

- The Invention-Innovation Paradigm
- Consumer-perceived benefits
- Innovation in the beer industry: Historical perspectives
- Technical changes to foster invention
- Explaining a conundrum: A consumer preference benefit without a sensory difference
- Thurstonian models for discrimination testing: Variability, decision rules, and d' values
- Account of common difference testing methods: 2-AFC, duo-trio, triangle, tetrad. Proportion detectors in the population and its invalidity
- Equivalence testing
- Consumer relevance research: Connecting internal sensory data to consumer-perceived similarity and preference

Topics

- Ingredient supplier change: Performance variability using 2-AFC and triangle test
- Apple-flavored beverages: A consumer preference without a sensory difference and its resolution
- Issues with proportion detector measurements

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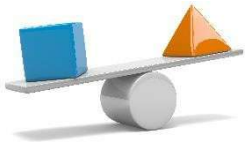
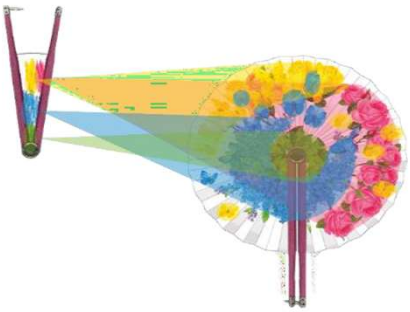
FRIDAY, October 17, 8am-4pm

Topics

- Why the tetrad is superior to the triangle and duo-trio methods
- Which sample size do I need for my research?
- Consumer-relevant action standards and how to create them
- Same-different vs. paired preference for consumer relevance
- Risk and sample size when switching to the tetrad method
- Building a successful internal sensory program
- Specifying panel sample sizes as a function of method, power, α, and size of the difference
- Same-different method to establish consumer relevance (δR)
- Linking internal panel and consumer sensitivities
- Switching from the triangle to the tetrad method

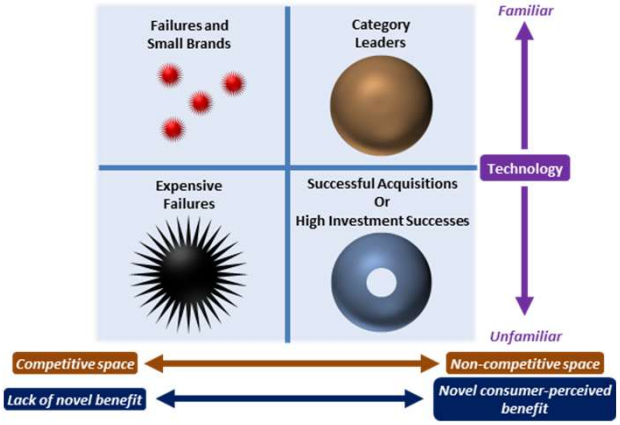


- Introduction to Landscape Segmentation Analysis® (LSA): Liking as a form of similarity
- Successive analytical steps
- Unfolding
- Applications of LSA principles to an ingredient substitution project
- Creating the product and consumer ideal point space
- Studying consumer segmentation
- Regressing sensory information to uncover the drivers of liking
- Contrasting LSA with internal and external preference mapping and explaining their respective strengths and weaknesses
- Comparing external and internal Preference Mapping with LSA using 27 real-world category appraisals



Topics

- Maximizing input quality to support Innovation
- Why link consumer and sensory data?
- The sensory space in contrast to the Drivers of Liking space
- How to plan a category appraisal
- Product selection using graph theory
- Optimizing sample presentation orders (positions, sequences, sequence spread)
- Multiple day effect, complete vs. incomplete block designs
- First mapping option for ingredient change project
- Factor analysis
- Assumptions and potential limitations of the approach



Topics:

- Using the Drivers of Liking space
- Maximizing consumer satisfaction
- Creating optimal product portfolios and generating optima sensory profiles
- Maximizing first choice against competition
- Using machine learning to characterize uncovered consumer subgroups
- Predicting new product performance
- Determine the performance of new products using their sensory and analytical profiles
- LSA as a computer-aided design tool: Predict consumer acceptability using ideal points without new consumer testing
- Novel applications of LSA in the real world
    - Application of LSA to Descriptive Analysis data