

Sensory Myth Busters

Sensory Booths and Colored Lights...Fact or Fiction?

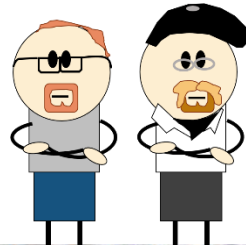
A curated symposia sponsored by the Sensory & Consumer Sciences Division of IFT

Moderators:

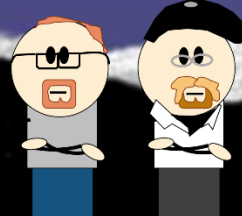
Jacqueline Beckley

Pauline Lestringant

Kenny McMahon



MYTHBUSTERS



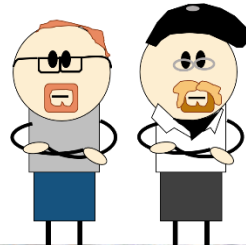
Presenter #3

Can we both be right?

Chris Findlay
Compusense Inc.

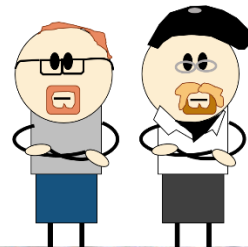


July 17, 2016



MYTHBUSTERS

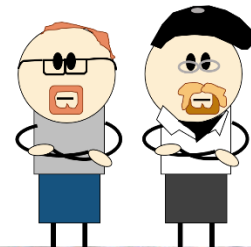
Confessions of a Control Freak



Confessions of a Control Freak

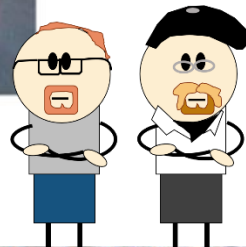


Confessions of a Control Freak



MYTHBUSTERS

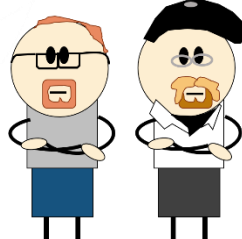
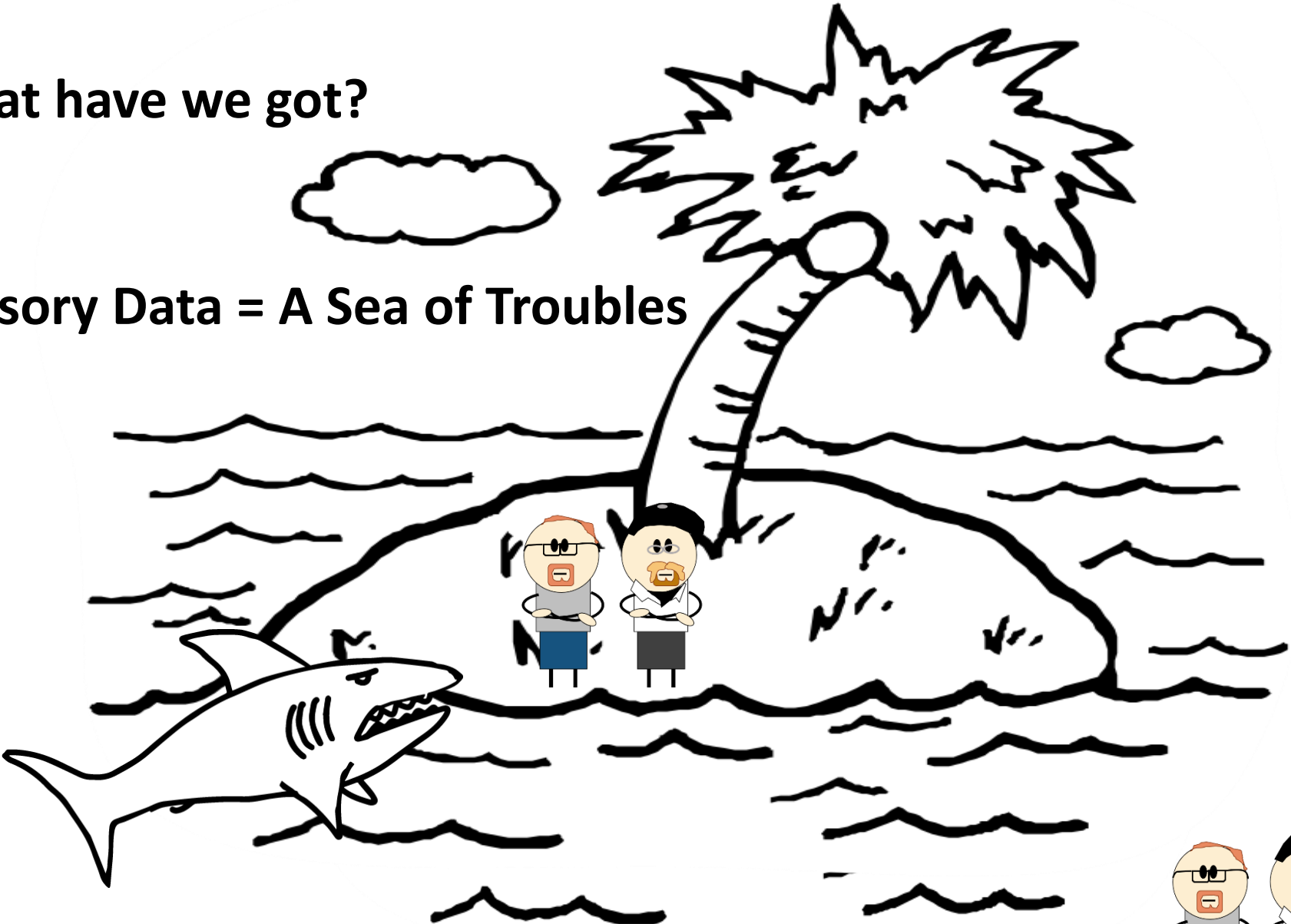
Confessions of a Control Freak



MYTHBUSTERS

What have we got?

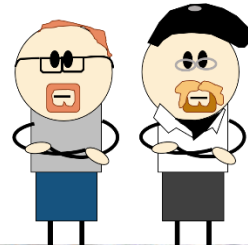
Sensory Data = A Sea of Troubles



How do we separate Signal from Noise ?

Myths

1. Control all sources of variance
2. Understand what must be controlled
3. Amplify Signal by sensory methodology



MYTHBUSTERS

The Take Away Message

1. **K.I.S.S.S.**

(Keep it Simple Sensory Scientists)

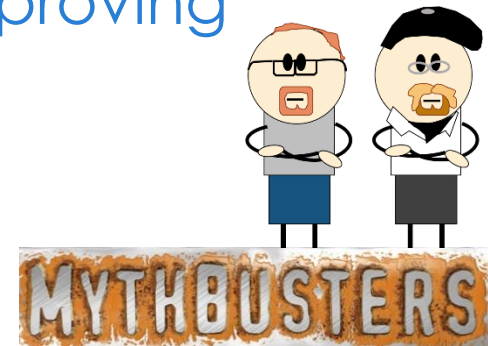
- ✓ Get your question right in the beginning

2. Make it **Actionable**

- ✓ What do you do with your answer?

1. Always apply **Best Practice**

- ✓ Remember Best Practice is always improving



Thank you!

Floor is now open for
discussion

Any questions?

