

CURION CERTIFIED QUANTITATIVE DESCRIPTIVE ANALYSIS QDA®

Get to the WHY, behind the WHAT
consumers like



Curion QDA® is a sophisticated behavioral approach that uses descriptive panels to measure a product's sensory characteristics by using an everyday consumer language. The panel members use their senses to perceive product similarities and differences.

Advantages

1 Bridge the gap between development and marketing

Curion QDA® offers an unrivaled ability to develop a rich, consumer-based vocabulary that gives your development and marketing teams a way to obtain and quantify consumer perceptions, big ideas and align teams on goals and objectives.

2 Gain a competitive advantage

Assess the competitive landscape to identify market and product development opportunities, establishing sensory specifications for quality control, and advertising claim substantiation.

The Difference is in the HOW



PANEL - a group of individuals trained to use their senses to evaluate product similarities and differences.

- Real consumers
- Users and likers of your product category
- Screened for articulation and discrimination within the product category
- Work individually and as a group



LANGUAGE - an iterative, stepwise, and collaborative approach the panel works with the guidance from the moderator to develop the language. Real consumers

- Uses consumers own words to measure the product's sensory characteristics
- The descriptive language consists of product scorecard and definitions of terms
- It employs all the senses
- Is designed to capture natural behavior, not to modify it



MODERATOR - to monitor, guide and effect the panel's motivation, organization, interaction with subjects, and communication skills.

- Not a panel member
- A guide
- A facilitator



EVALUATION & ANALYSIS - results can be linked with technology, analytical measurements, ingredients and consumer liking. Not a panel member

- Captures natural behavior, without modification
- Subjects develop the evaluation protocol
- Uses behavioral psychology and statistical analysis to understand consumer's perceptions
- Applies repeated measures to determine panel validity and reliability
- Results are representative of the larger population

Consumer Insights. Delivered.
Contact Us: info@curioninsights.com

