



**GETTING MORE
INSIGHTS FROM
YOUR CONSUMERS:
Trained User Panel**



MEET THE TEAM



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AGENDA

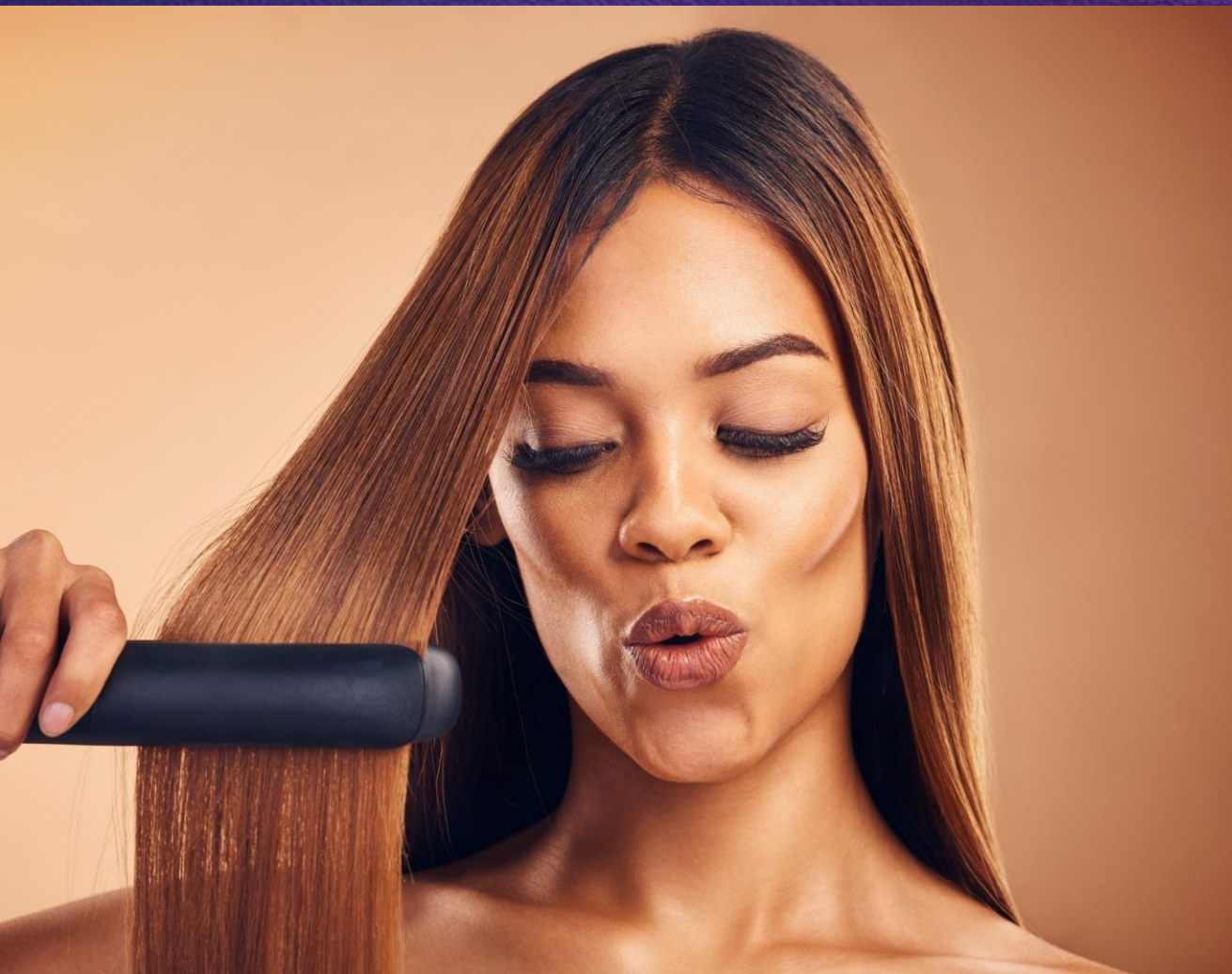
1. What is Trained User Panel?
2. How does Trained User Panel work
3. Case study – Eye lashes
4. Case study – Cyclists
5. Wrap up
6. Q&As





A CONSUMER WORLD

CONSUMER EXPERIENCE IS EVERYTHING



MORE FOCUS ON THE PRODUCT IS NEEDED





SENSORY EXPERIENCE

SENSORY IS EVERYWHERE



DECONSTRUCTING THE EXPERIENCE IS KEY





CLIENT CHALLENGES

SENSORY TRAINED PANELS CAN DECONSTRUCT

BUT NOT WHEN YOUR CONSUMER TARGET IS UNIQUE





INTRODUCING TRAINED USER PANELS



Voice of the real **users**



Depth of **sensory science**



RECRUITMENT & SCREENING





TRAINING



HOW DOES IT WORK





INTRODUCING THE 2 CASE STUDIES





TEEN EYELASH PANEL





THE CHALLENGE

MAKE-UP CATEGORY IS CHANGING

Consumers expect more
from eyelash
enhancement products

TEENS ARE HARD TO ENGAGE

Teens are the future
consumers

PROJECT CONSTRAINTS

Limited resources





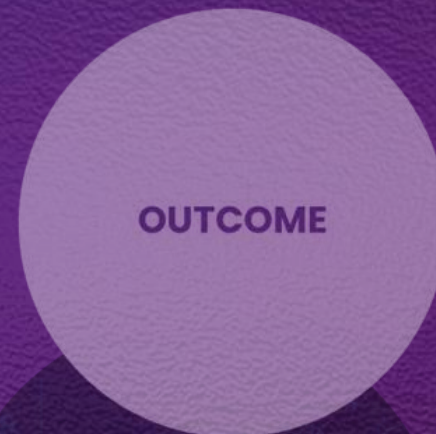
**RECRUITMENT
& SCREENING**



TRAINING



**EVALUATION
& RESULTS**



OUTCOME





RECRUITING/ SCREENING

TEENS – HARD TO REACH CONSUMER

- **The Teen Eyelash Panel**
 - **11 mascara users**
 - 18-20 year old women
 - Attending college, living in North East US
 - Adapted sessions to accommodate participants schedules





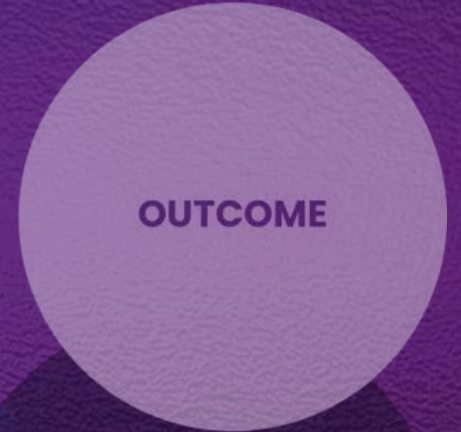
**RECRUITMENT
& SCREENING**



TRAINING



**EVALUATION
& RESULTS**

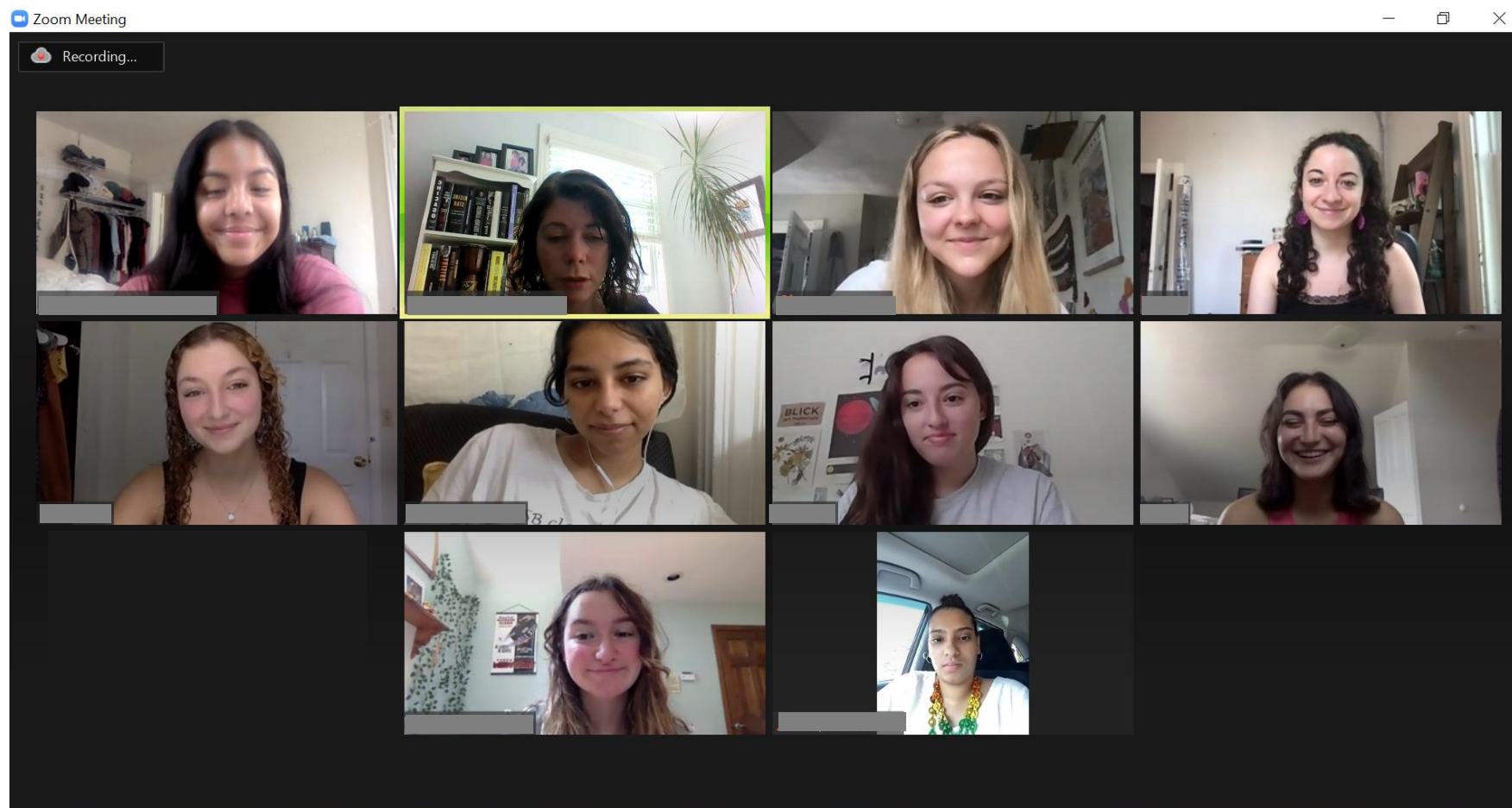


OUTCOME



TRAINING – INTENSIVE GROUP SESSIONS CONDUCTED IN 4 DAYS

6 hours of remote sensory training, to develop standardized protocols and attributes, and practice scoring



**Teens describing why
they use Mascara**



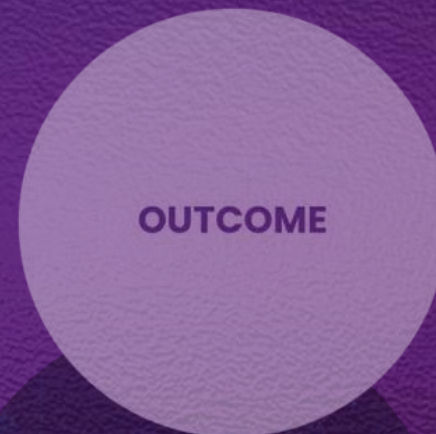
**RECRUITMENT
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TRAINING



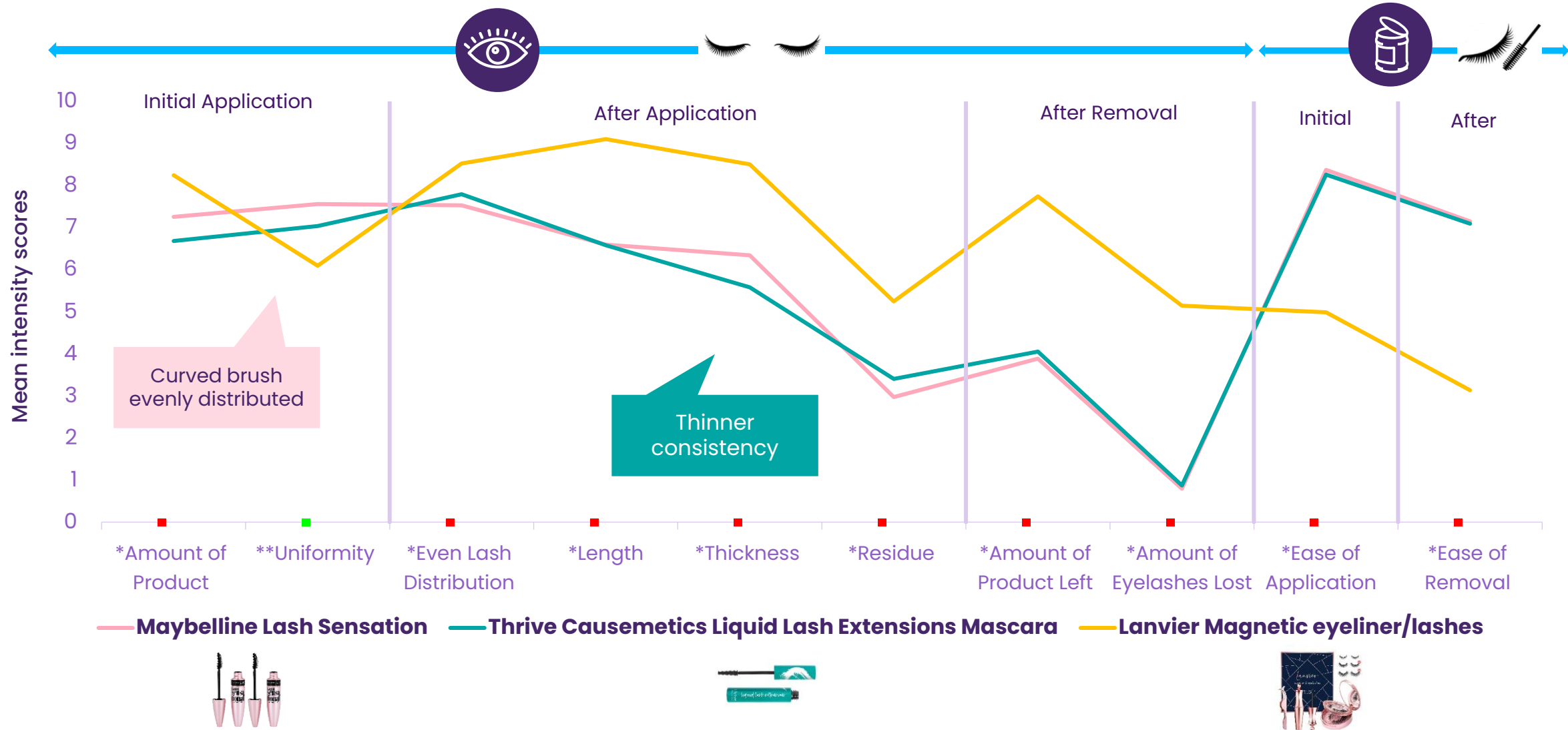
**EVALUATION
& RESULTS**



OUTCOME



RESULTS – TEENS SIGNIFICANTLY DIFFERENTIATED THE 3 PRODUCTS





TEENS PROVIDE QUALITATIVE INSIGHTS ON USER EXPERIENCE





OUTCOME/ACTIONABLE INSIGHTS



Maybelline Lash Sensational Full Fan Effect

Uniform product
distribution and easy to
use

- Feminine
- Flashy
- Dramatic Lift



Thrive Causemetics Liquid Lash Extensions

Uniform product distribution
and easy to use

- Inclusivity
- Women Empowerment
- Ethical
- High End



Lanvier Magnetic Eyeliner/Lashes

Lengthens and
thickens, difficult to
apply and remove

- Simple
- Easy-to-Use
- Natural Looking
- Durable
- Secure



Blinded



Brand
Communicates

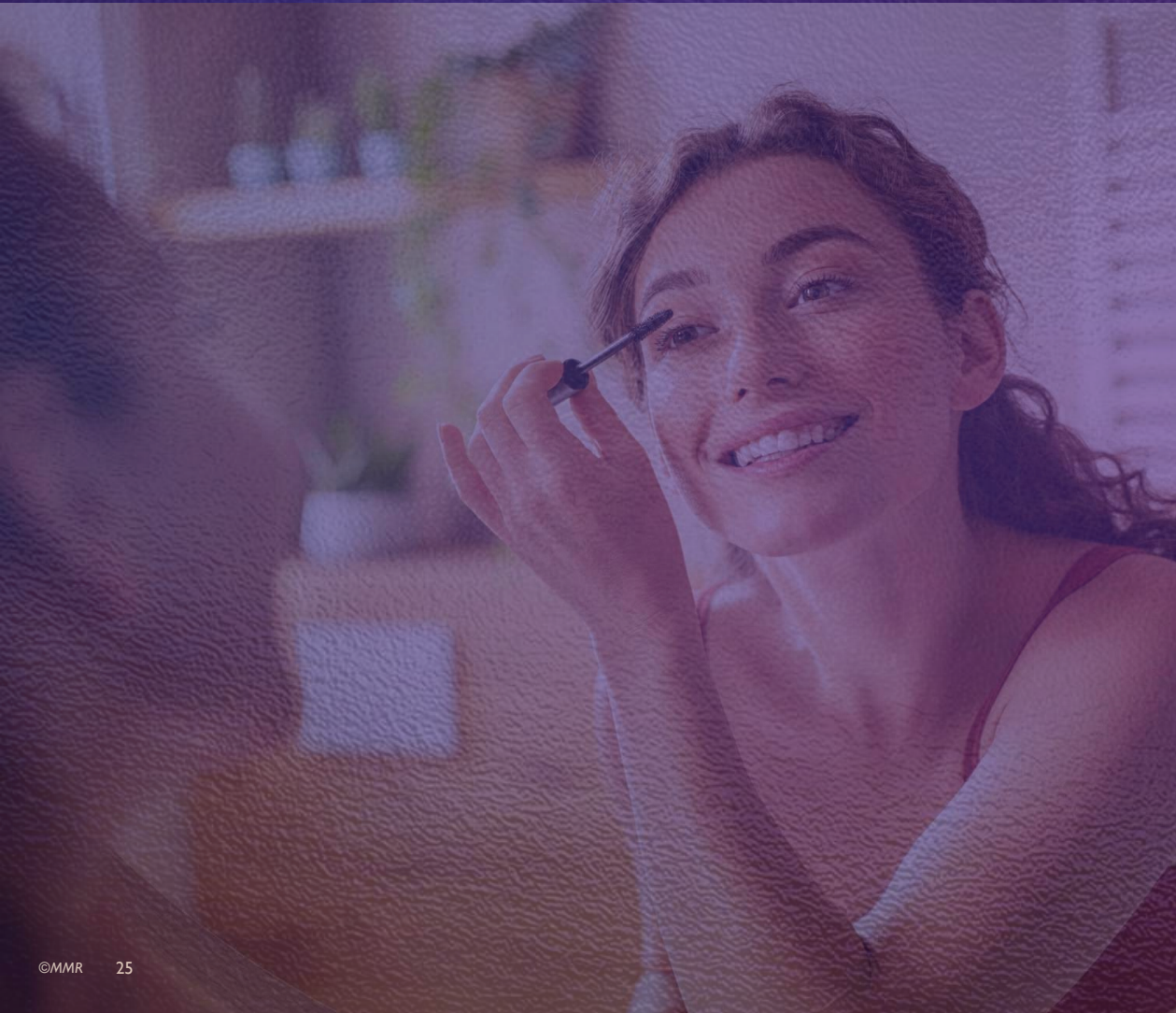


WHAT IT'S LIKE TO BE A PANELIST ON A TRAINED USER PANEL





BARS FOR CYCLISTS





THE CHALLENGE

SPORTS GOODS

Complex category as often users have very specific needs which are hard to uncover

DEVELOP A PRODUCT FROM SCRATCH

Client wanted to innovate in sports bars for cyclists without clear ideas of the direction to take

RECREATE A REALISTIC EXPERIENCE

Cyclists used exercise static bikes in MMR Sensory Science Center in the UK.







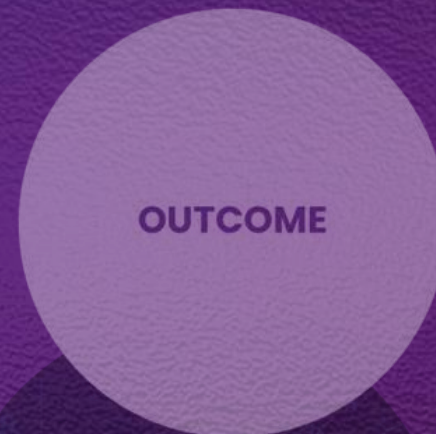
**RECRUITMENT
& SCREENING**



TRAINING



**EVALUATION
& RESULTS**



OUTCOME





RECRUITING/SCREENING





PROTOCOL SET UP

1

Use 1 hand to remove the energy bar from your jersey pocket.



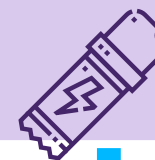
2

Use your steering hand to hold the energy bar securely.



3

Open the energy bar using your free hand to a point that allows you to start taking bites.



4

When necessary for evaluation, take the energy bar out and taste as needed while cycling.



5

Safely put the energy bar back into your jersey pocket.



6

Take the first bite while maintaining control of your bicycle.



Protocol set-up



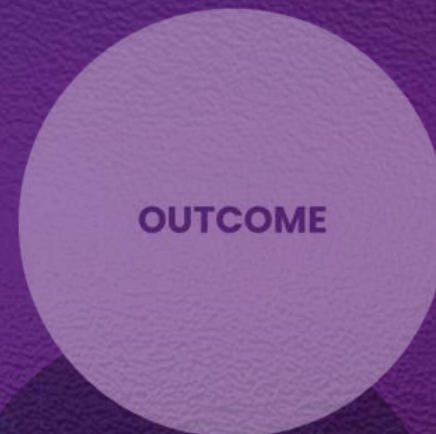
**RECRUITMENT
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TRAINING



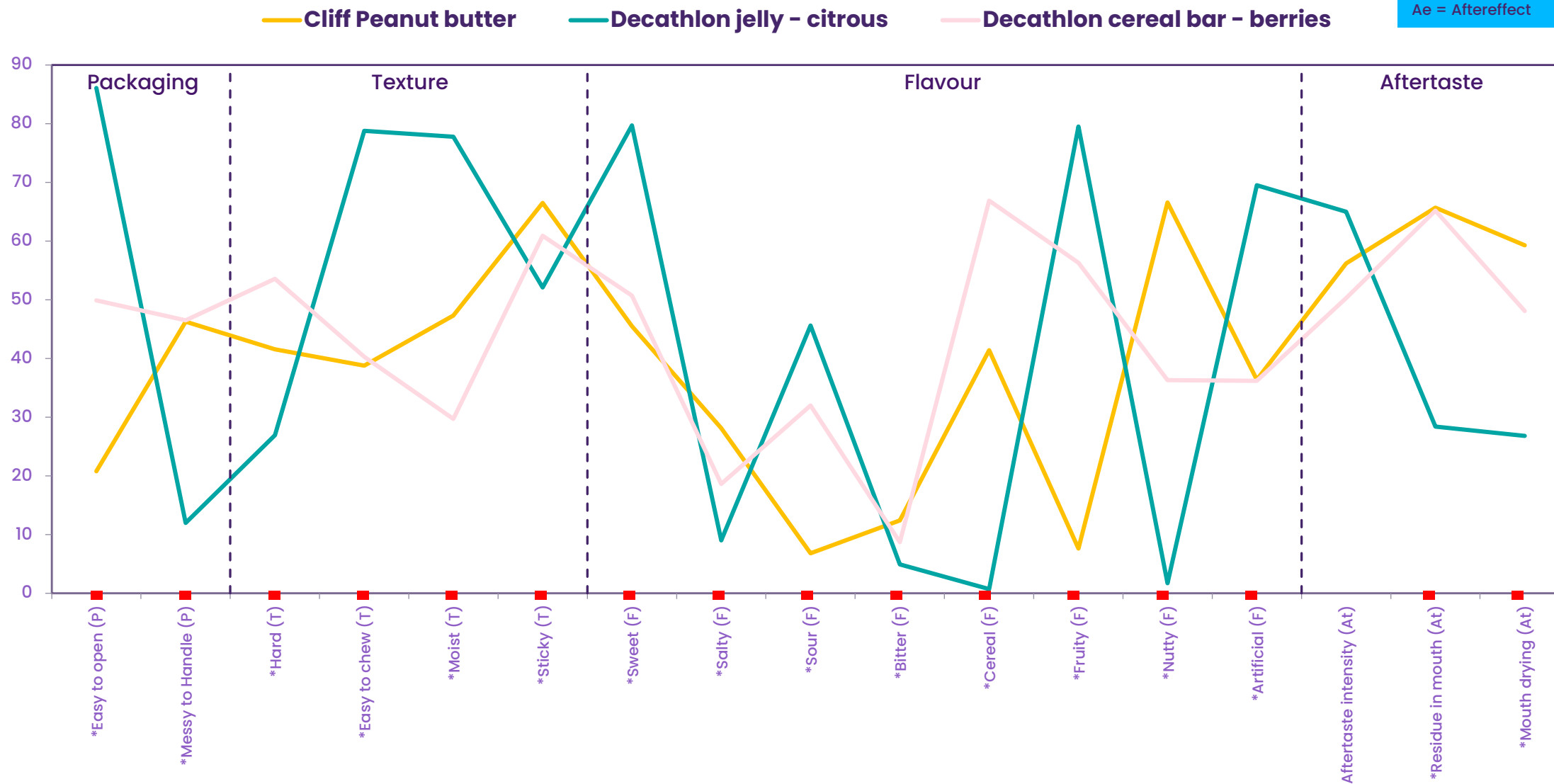
**EVALUATION
& RESULTS**



OUTCOME

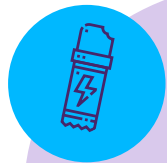
SENSORY PROFILE OF THE 3 PRODUCTS

Modality key:
 P = Packaging
 T = Mouthfeel/Texture
 F = Flavour/Taste
 At = Aftertaste
 Ae = Aftereffect



■* = significant difference between the products at the 95% confidence level

QUAL OUTPUTS



"The packaging can be a bit tricky to open. It takes some effort, which can be frustrating during a ride"



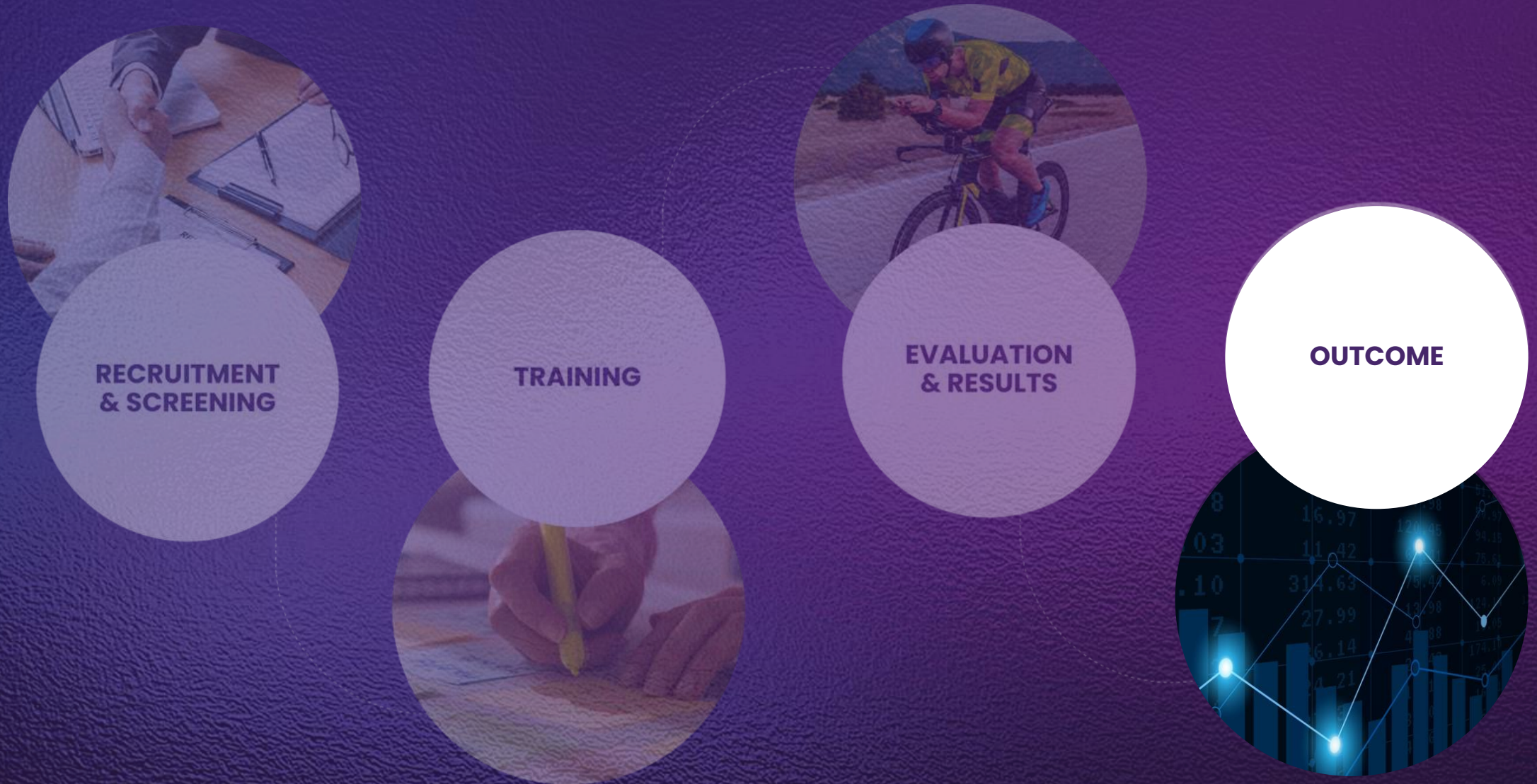
"Chewing this bar is easy. It doesn't require a lot of chewing; it does not stick to my teeth, and I can keep pedaling"



"Easy to slip back into my jersey pocket while on the move. Straightforward, no fuss"



"I think bar 3 has artificial flavour, I think when I am cycling outdoors, I would prefer something more natural tasting"



OUTCOME/ACTIONABLE INSIGHTS



Clif Peanut butter

Easy to open ↑↑↑↑
 Easy to chew ↑↑↑
 Sweet ↑
 Messy to handle ↓
 Mouth drying ↓↓↓↓



Decathlon jelly – citrus

Artificial flavour ↓↓↓↓
 Aftertaste intensity ↓



Decathlon cereal bar – berries

Easy to open ↑↑↑
 Easy to chew ↑↑↑
 Moist ↑↑↑
 Hard ↓
 Messy to handle ↓↓↓
 Residue in mouth ↓↓↓
 Mouth drying ↓↓↓↓



Direction for innovation

Easy to open ↑
 Messy to handle ↓
 Easy to chew ↑
 Moist ↑
 Fruity ↑
 Artificial ↓
 Residue in mouth ↓



Key	
↑ ↓	Slight
↑↑ ↓↓	Moderate
↑↑↑ ↓↓↓	Drastic



WHAT IT'S LIKE TO BE A PANELIST ON A TRAINED USER PANEL



WRAP UP

**Recruiting your
target core users**



**Running a fast sensory training
focusing on the real category
challenge**



**Actionable insights that
uncovers true user
journey**





**ANY
QUESTIONS?**



GET IN TOUCH



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