

## Features



# Sensory and Consumer Data Collection and Analysis System

## Time Intensity Module

### Measure how your product performs over time

Compusense® *Time Intensity* is a module that works within Compusense® *five*. Once installed, *Time Intensity* becomes an available question type and analysis option.

*Time Intensity* is a technique that measures the rate, duration and intensity of sensory attributes as a function of time. The technique is especially useful for measurement of sensory qualities that display dynamic changes in intensity over time. By having judges continuously report their response from the onset to extinction of the attribute, this method enables quantification of the continuous perceptual changes that occur.

#### ■ Data Collection

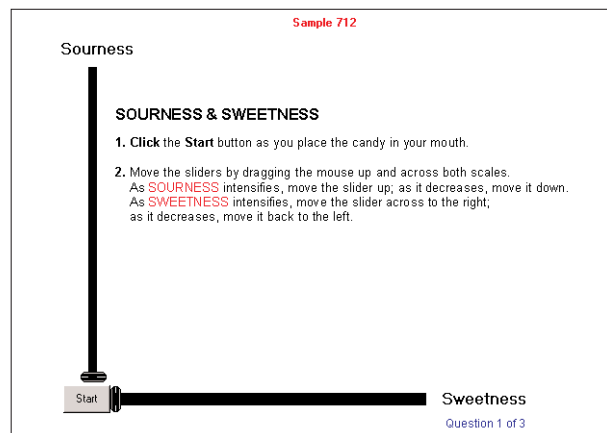
- Fully customize *Time Intensity* line scales with clear graphic representation of the scales.
- Have full control over the timing of data capture during the test.
- Have messages or timers appear to your panelists at specified times throughout the test.
- Mix *Time Intensity* questions with other question types within your questionnaire.

- Terminate data collection when the panelist returns the cursor to the start point on the line scale.
- Can force panelist responses for the duration of a specified time interval (useful when the attribute being evaluated reappears over time).

#### ■ Dual-Attribute *Time Intensity*

This feature allows for collection of two temporal responses simultaneously.

- Reduces sample variability.
- Requires less data-collection time.
- Measures interactions of sensory attributes and produces a more accurate reflection of actual product use.



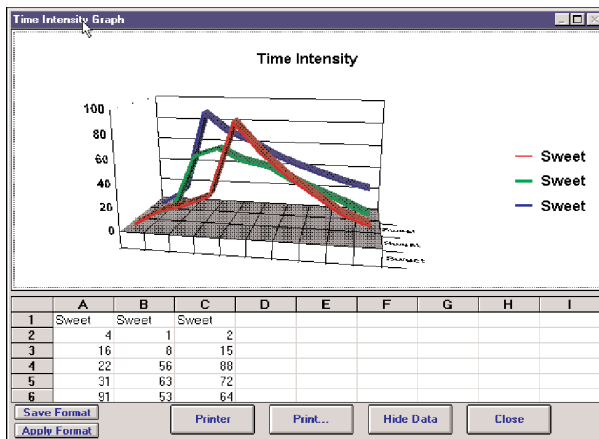
Panelist screen during test presentation of dual attribute scale.



# COMPUSENSE® *five* Time Intensity Features

## ■ Reporting and Analysis

- View individual or multiple curves on one screen.
- View average curves.
- Export curve values and curve parameters in various formats for further analysis. Curve parameters include: Time at Maximum, Maximum Intensity, Duration, Area Under the Curve, Increase Angle, Increase Area, Decrease Angle, Decrease Area, Initial Delay and Initial Intensity.



View multiple curves on one screen.

## ■ Further Analysis

- Analyze collected *Time Intensity* data using Senstools techniques PCA and GPA. This allows you to map your product attributes, and in turn, reveal a more accurate positioning of your product.

## ■ Software Support

- Easy-to-follow *Time Intensity* instructions are provided. As with all our software, trained staff are available online or by phone to help you design and analyze your projects.

## ■ System Requirements

- Compusense® *five* software – there is no separate software to learn or incorporate into your testing!
- Input device of your choice for data entry (mouse, lightpen, trackball, joystick).
- PC Computer working in Windows® environment.



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