

Contents

1	Introduction	1
1.1	Introduction	1
1.2	Why Do Customers Prefer a Product? The Coffee Case	2
1.2.1	The Cultural Myth	2
1.2.2	Brand Legitimacy	3
1.2.3	Triggering Emotions	3
1.2.4	The Market Response	4
1.3	Consumer Insights Are on the Tip of the Tongue	4
1.3.1	The Secrets of Taste Perception	4
1.3.2	Tasting Panels	6
1.3.3	<i>Red Bull</i> , the Extreme Taste	8
1.3.4	The <i>Coke Zero</i> Paradox	9
1.3.5	Why Rugby Men Should Date Nurses	9
1.3.6	Taste Profiles: Business Applications	10
1.4	Sensors, Body, and Brain	10
1.4.1	Senses, and Millions of Sensors	10
1.4.2	Stimulus and Response	11
1.4.3	Who's the Boss?	12
1.4.4	Sensory Science and Product Development	12
1.5	Generating Groundbreaking Insights	13
1.5.1	Deduction, Induction, and Retroduction	13
1.5.2	Observing Personas versus Asking	14
1.5.3	Innovation Funnel or Innovation Matrix?	17
1.5.4	Inspiration from Other Industries	20
1.6	Take-Aways	21
	References	21
2	Detecting Profitable Markets	23
2.1	Introduction	23

- 2.2 What Makes a Market More Attractive? The Sound System Case 23
 - 2.2.1 Product Superiority 24
 - 2.2.2 Competitive Benchmarking 24
 - 2.2.3 Consumers Barriers and Motivations 25
 - 2.2.4 The Valley of Illusion 25
- 2.3 Amplifying Consumers’ Listening Experience. 26
 - 2.3.1 The Secrets of Sound Perception 26
 - 2.3.2 *Dutch Railways (NS)*, Music Soothes Waiting Travelers . 32
 - 2.3.3 Music Preferences: Are You Pop or Classical? 32
 - 2.3.4 *Shazam* Music: You Name It! 36
 - 2.3.5 Amplifier Profiles: Business Applications 36
- 2.4 Immune System and Sensory Perception 37
 - 2.4.1 The Tenth Sense: the Sense of Danger 37
 - 2.4.2 Why Would Spock Hate Yellow? 37
 - 2.4.3 What is the Difference Between a Nerd? 38
 - 2.4.4 Sensory Alert Codes and Product Design. 39
- 2.5 Spotting Business Opportunities 41
 - 2.5.1 Consumers versus Non-Consumers 41
 - 2.5.2 Must Have versus Nice to Have 44
 - 2.5.3 Substitution Products and Market Attractiveness. 44
 - 2.5.4 Opportunity or Feasibility Study? 45
- 2.6 Take-Aways 47
- References 47

- 3 Predicting Consumers’ Behavior. 49**
 - 3.1 Introduction 49
 - 3.2 How Well Will a Product Sell? The Detergent Case 49
 - 3.2.1 The Purchasing Intention Trap 49
 - 3.2.2 A Tendency to Overperform. 50
 - 3.2.3 Importance of the Sensory Context 50
 - 3.2.4 The Essence of a Substitution Product. 51
 - 3.3 Passing Consumers’ Smell Test. 51
 - 3.3.1 The Secrets of Smell Perception 51
 - 3.3.2 *Sofitel Amsterdam The Grand* Carousel of Senses. 59
 - 3.3.3 A Popular Scent: Häagen Dazs Vanilla Ice-Cream 61
 - 3.3.4 Predicting Scents Preferences 62
 - 3.4 Male, Female, and Chicken 64
 - 3.4.1 Genetics and Hormones 65
 - 3.4.2 Women are from Mars and Men from Venus 66
 - 3.4.3 Innate Versus Acquired 67
 - 3.4.4 Toy Story. 69
 - 3.5 Targeting Consumers with the Hormonal Quotient™ (HQ) 70
 - 3.5.1 Limits of the ‘One-Size-Fits-All’ Approach 70

3.5.2	Sensors and Segmentation	72
3.5.3	Consumers are Unique but Predictable!	72
3.5.4	Hormonal Quotient™ (HQ) and Multisensory Perception	73
3.6	Take-Aways	74
	References	75
4	The Right Sensory Mix	77
4.1	Introduction	77
4.2	What Makes Consumers Switch to Another Product? The Hair Case.	77
4.2.1	The Price Fairy Tale	78
4.2.2	Unmet Requirements	78
4.2.3	Birds of a Feather Flock Together.	79
4.2.4	The Painful Truth	79
4.3	Adding a Magic Touch to Consumers' Experience	80
4.3.1	The Secrets of Touch	80
4.3.2	Do Mosquitos Like You?	86
4.3.3	<i>La Favorite</i> , Divans for Divas	87
4.3.4	<i>Blacksocks.com</i> , When Socks Become a Luxury Service	87
4.3.5	Touch Profiles: Business Applications	90
4.4	Health, Well-being, and Lifestyle	90
4.4.1	Perception and Purchase	90
4.4.2	Ayurveda, The Sense of Digestion	91
4.4.3	The Right Vibes	92
4.4.4	Becoming Consumers' BFF	93
4.5	Designing Products: the Sensory Profiles	94
4.5.1	It is All About User Experience	94
4.5.2	Matching Products and Profiles	97
4.5.3	Core versus Peripheral Features	98
4.5.4	Designing and Testing	99
4.6	Take-Aways	100
	References	100
5	Increasing the Innovation Hit Rate	103
5.1	Introduction	103
5.2	Where is the Market Going? The Real Estate Case	103
5.2.1	Who is the Expert?	104
5.2.2	Moment and Perception	104
5.2.3	Customers Could be Anybody	105
5.2.4	Market Prospective	105
5.3	Making Your Customers' Day, and Night!	106
5.3.1	The Secrets of Vision	106

- 5.3.2 *Carl Zeiss Vision: You Will Not Believe Your Eyes!* 115
- 5.3.3 Putting Things into Perspective? 115
- 5.3.4 Vision Profiles: Business Applications. 118
- 5.3.5 *Björn Borg, the Wimbledon of Funky Underwear.* 120
- 5.3.6 Hormonal Quotient™ (HQ) and Favorite Color 122
- 5.4 The Future of Neurosciences. 123
 - 5.4.1 Science Versus Statistics 123
 - 5.4.2 Brain Specialization and Development. 123
 - 5.4.3 The Brain Mapping Frenzy: From ‘Where’ to ‘Why’ 124
 - 5.4.4 Disease Prevention, Vocation Finder, Dating, and More 125
- 5.5 Planning Success: the Innovation Roadmap 125
 - 5.5.1 Crystal Ball Versus Crystal Clear 125
 - 5.5.2 The Expert and the Fool 126
 - 5.5.3 ‘Leadertips’ to Winning Innovation 128
 - 5.5.4 Hormonal Quotient™ (HQ), Leadership, and Innovation. 129
- 5.6 Take-Aways 135
- References 135

- About the Author** 139

- Conclusion** 141

- Index** 143



<http://www.springer.com/978-3-642-12092-3>

The Right Sensory Mix

Targeting Consumer Product Development Scientifically

Derval, D.

2010, XIV, 146 p., Hardcover

ISBN: 978-3-642-12092-3