

# Make sense of your product

With increased competition and continuous technological development, the new frontier in making better products is in the field of human perception. It is no longer just a question of squeezing as many bits, bytes and features into a product as possible – it is a question of thinking the product as a whole. The end-users touch, see and listen to the product in their continuous daily use and assessment. Sensory evaluation is all about gaining knowledge on exactly how a product is perceived by the user.

Sensory evaluation works in a cross disciplinary manner between what is objectively measurable, and what is subjective preferable. The method originates from the food industry, which has been using it for decades. In recent years however, the method has spread to the high-tech field with the likes of B&O, Saab, BMW and Nokia, applying these techniques to gain better understanding of the consumer perception of products with regards to their sensory characteristics.

“Customising hi-tech products to the end-users’ senses”

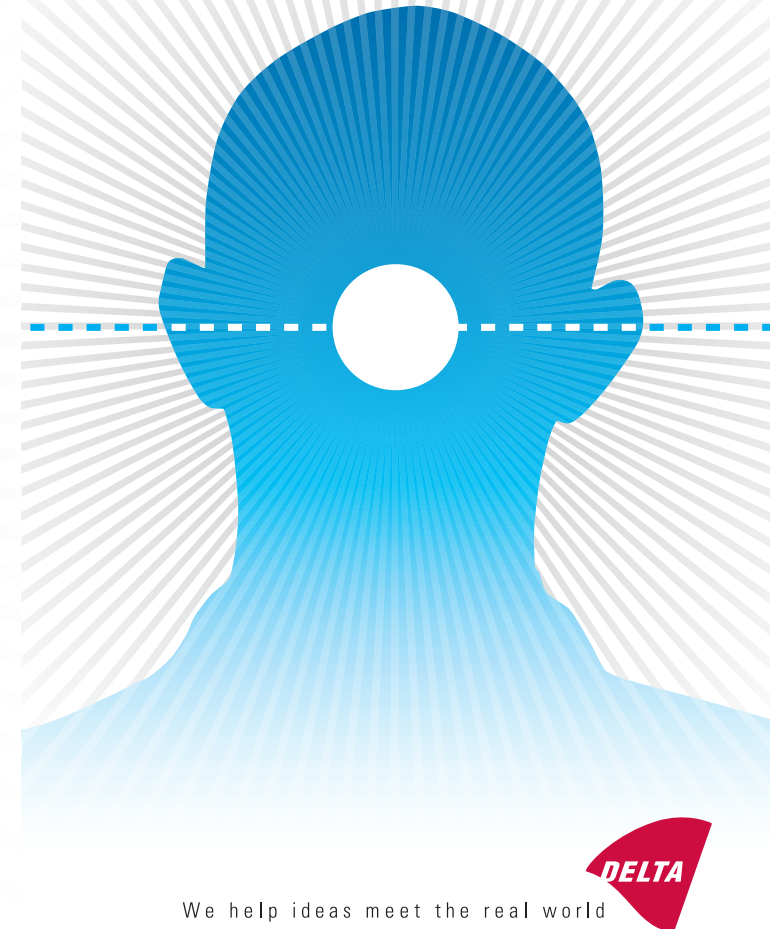
The knowledge gained from using sensory evaluation is applicable in many levels of your organisation. It provides means of easing communication about the user experience to the development department and marketing department alike, giving precise characteristics of what are the key sensory descriptors of your product, and how these descriptors together form the overall user perception of the product.

Sensory evaluation can be applied to many different product types and categories; from speech codec’s and image compression to hair dryers and flat screen displays monitors. In general sensory evaluation can be applied in cases where:

- the perceived quality of the product significantly affects the users’ experience.
- the senses (sound, vision or haptics) are used in the user interface.
- or the product emits sound, light or vibration that is not part of the user interface (e.g. un-needed sounds/noise, etc.)

# SENSE CAMP '08

Make sense of your product



We help ideas meet the real world

# Programme

08:45 Registration and coffee

Welcome to SenseCamp'08, by CEO Per Hartlev

"Sensory Evaluation – definition and use in product development", by David Lyon (Firmenich)

"Applications in sensory evaluation", by Nick Zacharov (DELTA)

Workshop 1:

"A sound case – attributing your product"

Workshop 2:

"Agreeing on attributes"

12:05 Lunch

"Sensory Evaluation – Return-on-investment for the industry", by Nick Zacharov (DELTA)

Workshop 3:

"Expert assessor or wannabe?"

Workshop 4:

"How do you like your coffee?" / "Haptics demonstration"

"Importance of understanding what we sense in products", by special invited speaker

Sensory Fun

Panel discussion and workshop wrap-up

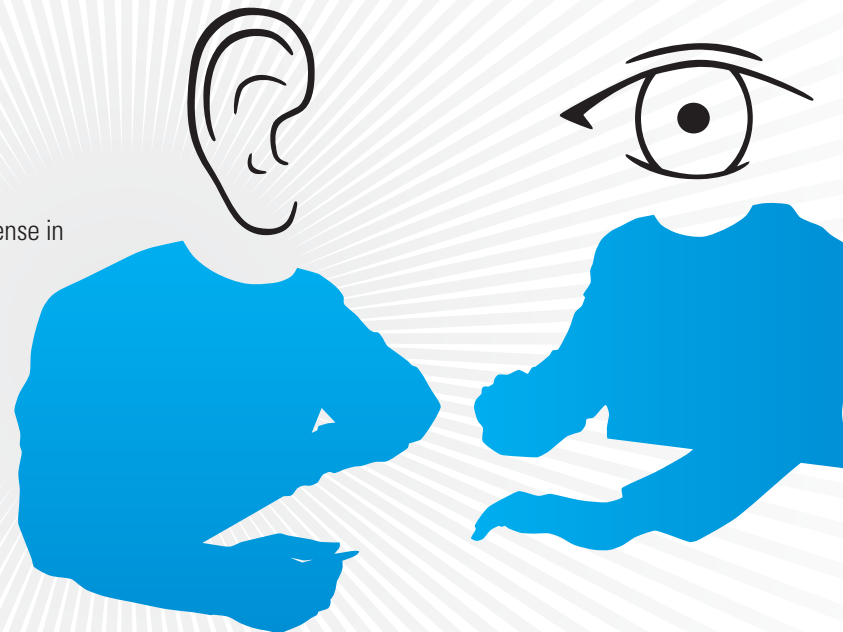
17:00 End of SenseCamp'08

# SenseCamp'08

SenseCamp is a one-day event that will give you an introduction to the methods and concepts used in sensory evaluation. Invited exclusive speakers and the staff from SenseLab will illustrate how human senses and perception can be put into the context of hi-tech product development. SenseCamp will also include a selection of workshops and experiments, giving hands on experiences with the human senses, and some of the methods that we use in our daily work at SenseLab.

We look forward to welcoming you to SenseCamp'08 for a relaxed day of knowledge exchange and experience as well as exploring our senses.

We welcome anyone who works with product development and innovation to attend SenseCamp'08. Development departments, CEO's and marketeers alike will find the event inspiring and relevant.



# Info & sign up

Date: 24 September 2008

Price: DKK 1,500.00

Sign up: [www.delta.dk/sensecamp](http://www.delta.dk/sensecamp) - before 17 September

(Please note there are a limited number of seats for the seminar on a first-come, first-served basis)

Venue: DELTA

Venlighedsvej 4

DK-2970 Hørsholm

Phone: +45 7219 4000

E-mail: [tbh@delta.dk](mailto:tbh@delta.dk)

An email with confirmation, practical information and updates will be sent to the participants prior to SenseCamp'08.

## ABOUT SENSELAB

SenseLab is a newly established department within "DELTA Test and Consultancy". At SenseLab we have facilities and expertise to perform different levels of sensory evaluation of hi-tech products that appeal to end-users' hearing, vision or touch. We provide services to a variety of companies, as we expand the knowledge and use of sensory evaluation in product development.

