

Case Study I:

Program Objectives

To Conduct Sensory Product Testing on Soaps.

Targeted Area

Our client is a consultant sensory research company conducting research for the new fragrance of its existing Soap products in demand to new product innovation and testing.

The Problem

Client is looking to conduct Sensory research among the consumer for 4 session which are kept at one week time difference among the sessions for each product. The consumers have to visit the facility 4 times in 4 weeks for testing certain number of concept products.

Client major concerns is with compliance of the respondent for whole 4 weeks and 4 visit so they have the proper experimental data to evaluate the products.

The Plan

We have implemented the testing facility with the required setup along with distribution of sample across 5 days of week so we can run the facility for whole 4 weeks and respondents can easily access the facility.

Compliance among the respondent is very high and we are able to achieve 99% of compliance among the sample with our high-quality recruitment and follow-up.

The Reporting

Daily reporting of the fieldwork is submitted to client with respondent profiles and in accordance with sampling plan.

Collected data is been directly uploaded to client server via survey platform in which responses is filled over laptops at the testing seats.

Key metrics for overall process is created with assessment and identification of key takeaway during the research.

The Results

We submitted research report to our client with key takeaways on sampling report and testing process and customer testing video along with summary report.

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Case Study II:**Program Objectives**

To Conduct product testing of client newly developed potato chips.

Targeted Area

Study is carried on pan India level with consumers in major cities across India.

The Problem

Our client is looking to gather much information on the product with taste testing among the consumers across different regions across India.

With study running into multiple cities and testing procedure needs to be followed along in same pattern as indicated by client procedure.

The Plan

A detailed field plan is created with the client for testing the product in different cities across India and followed.

The research is targeted towards the flavors of the product and different versions of products is tested with the consumers.

The packaging is also tested along with the product taste testing to check the color combination and local acceptance.

The Reporting

Detailed report on testing cycle, consumer comments submitted to client on daily basis.

Our team have created a comprehensive research report on the consumer comments about the product and preference on packaging is been researched.

The Results

- Detailed report is being submitted for the taste test research.
- Data in Excel formats is being submitted for further analysis.

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Case Study III:

Program Objectives

To Conduct product taste and packaging testing of new flavor of world renowned chocolate brand.

Targeted Area

Study is carried among the travelers who buy chocolates in Airport stores in different countries while travelling.

Our client is an expert consultancy in Shoppers behavior and attitude research.

The Problem

Our client is looking to run the test among the long-haul travelers which are purchasing the products from airport stores.

The consumer in concern are selected very carefully based on their purchase pattern and city along with their destination and other details.

The Plan

Recruitment is carried out in two major cities in India i.e. New Delhi and Mumbai and through scrutiny is been carried out before recruitment of respondents.

Research is being carried out in Group Discussion pattern with quota on travelers for different destination in a single group.

The packaging is also tested along with the product taste testing to check the color combination and unique identification of product.

The Reporting

Detailed report on consumer taste testing and packaging testing is been carried out.

Our team have created a comprehensive research report on the consumer comments about the product and preference on packaging is been researched.

The Results

- Detailed report is being submitted for the taste test and packaging testing.
- Our research help client in ascertain the new flavor of product and new packaging which help them in keeping their unique shape along with packaging in accordance with consumer sentiments about the product.

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