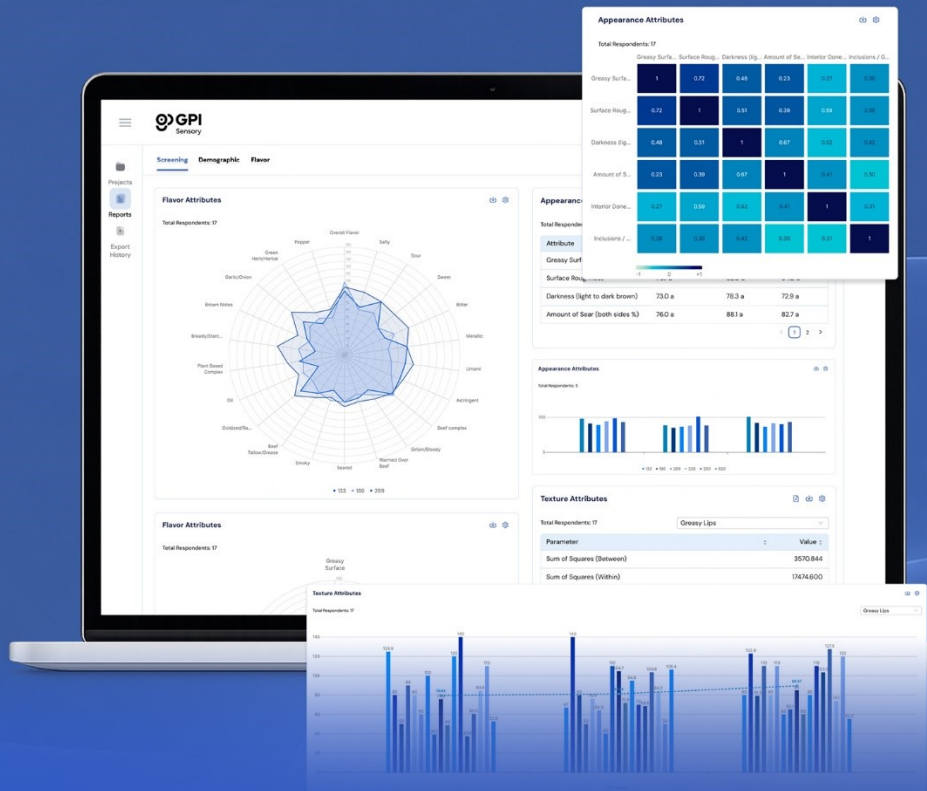




Classical rigor,
built for an AI future



GPI SENSORY PLATFORM

Platform Capabilities

One platform for any study, at any organization size — panel recruitment, questionnaire scripting, product preparation and dispatch, sessions in the lab, the office, at home or in market, online or offline, with significance-tested results and AI-enabled analysis the moment the data lands.

24-hour global support, onboarding, and regularly scheduled training. A full data science team and in-house engineering backing our sensory experts. And if you are moving from another system or bringing historical data with you, we support the whole transition — rebuilding your existing studies and templates, formatting and uploading your data, and connecting your LIMS and other sources, so your team moves across without ever missing a beat.

Complete Sensory Methods

Ranking & Similarity Methods

Compare products by preference, intensity, and perceived similarity.

Temporal Methods

Measure changes in sensory perception and product liking throughout consumption.

AI Analytics

AI-enabled analysis, insights, and automated reporting.

Descriptive Methods

Quantify and compare sensory attributes with descriptive evaluation methods.

Preference Methods

Measure liking, acceptance, and sensory perception of products.

Discrimination Methods

Determine differences between products using established discrimination methods.

Research with Confidence

Language & Global Scale

Manage multilingual sensory studies across global markets.

Flexible Pricing

Scalable pricing plans that grow with your team and research needs.

24-Hour Global Support

Onboarding, regularly scheduled training, and technical support wherever your teams are.

Full Range of Question Types

Duo-Trio

Reference sample plus two coded samples; respondents match the one identical to the reference.

Same / Different

Respondents indicate whether two samples are identical or different.

Sorting & Projective Mapping / Napping

Built-in support for Free Sort, Sort All, Sort N, and Napping to capture product similarity and perceptual space.

Category JAR (Just About Right)

Bipolar scale anchored "much too weak" to "much too strong" with a "just about right" midpoint.

Line Scale

Respondents mark a point on a horizontal or vertical line to rate intensity, liking, or JAR.

Comment

Open-ended text to capture comments, observations or demographic details.

Matrix

Structured matrix questions that efficiently capture and compare responses across multiple attributes and products.

Paired Preference

Two samples; respondents choose which they prefer.

Difference from Control (DFC)

Respondents rate the magnitude of difference from a labeled control sample.

Rank All / Rank N

Respondents rank every sample or concept in order of intensity or preference. Or a specified subset of N from a larger set.

Check-All-That-Apply (CATA)

Respondents identify all applicable attributes for each sample.

Category Intensity

Respondents choose a box on a category scale to rate how intense an attribute is for each sample.

Photo & Video Upload

Respondents upload an image, video or file, with the option to review, rotate, replace or draw on it before submitting.

Triangle

Three samples (two alike, one different); respondents pick the odd one out.

A-Not-A

Respondents classify a sample as "A" or "Not A" against a trained reference.

Category Liking

A hedonic category scale on which respondents select how much they like an attribute or product.

Choose Only One

Single-select from a set of options or concepts (e.g. Yes/No).

Hedonic & Acceptance Testing

Liking and acceptance measurement with significance groupings.

Individual Balloting

Per-item rating or selection for targeted attribute feedback.

Paired Directional (2-AFC / 3-AFC)

Respondents identify which sample shows more of a specified attribute.

Tetrad

Four samples (two of each product); respondents group them into two pairs.

Temporal Methods

Temporal Check-All-That-Apply (TCATA)

Like CATA but in real time: respondents select all sensations as they occur.

Time Intensity (TI)

Tracks the rate, duration and intensity of a single sensation over time.

Temporal Liking

Tracks how liking changes moment-to-moment across consumption.

Dual-Attribute Time Intensity (DATI)

Two attributes tracked on one shared time axis.

Temporal Dominance of Sensations (TDS)

Respondents click the single most dominant sensation over the tasting period.

Question Enhancements

Numeric

Open numeric entry for precise attribute quantification.

Emotion Profiling

Overlay emotional response terms onto any product evaluation.

Constant Sum

Distribute a fixed number of points across attributes or products.

LMS (Labeled Magnitude Scale)

A non-linear intensity scale with verbal anchors spaced to reflect perceived magnitude.

Smart Study Logic

Piping

Inserts an earlier answer into a later question (open text, choice, scales, Triangle/Tetrad) with a required fallback; piped values show in bold.

Skip Logic / Branching

Jump, disqualify or end on any answer, with AND/OR grouping and an ELSE fallback; conflicts flagged before publishing.

Carry-Forward

Builds options from a respondent's earlier picks, selected or unselected, auto-synced to the source.

Preview & Publishing

Desktop/mobile preview, full tester simulation with blinding codes, and a language switcher.

Local Execution - Globally Scalable

Sensory Lab

Build your sensory lab in GPI. A clean respondent interface, with display blinding and enforced product order, puts panelists at ease so they concentrate on testing.

Multiple Lab Testing

Set up a study centrally and collect data at different locations, with balanced product rotation, blinding codes, and Force Delay timers enforcing the protocol on-site.

Product, Panel & Laboratory Management

Dashboard & Scheduling

Live Monitoring

Real-time progress view. Track respondents station by station. Data-collection progress and product inventory in real time.

Session Scheduling

Book time slots, booths and product allocations with automated respondent reminders.

Product Design & Packing Slips

Force Delay

A configurable on-screen timer holds respondents until it elapses.

QR-coded packing slips

One per respondent-product combination, with auto-email delivery.

Custom / fully balanced product order

First, last, randomized middle, or a fully custom sequence.

Block Preview & Position Distribution

Confirm sequences and statistical balance before launch.

Booth Management

Assign and monitor individual tasting booths, including status, product loadout and respondent check-in.

Display blinding

Respondents see a 3-digit code, never the product name.

Product Library & Preparation

Product Preparation

Task lists and timing instructions for lab staff preparing, portioning and labeling samples ahead of each session.

Import & organize product lists

Product groups, custom fields and attribute limits.

Product Library

Centralized repository of reference samples, batch records and specifications, reused across studies.

Products Over Time

Trend a product's results with pass/fail targets.

Panel Management

Four access modes

Anonymous Codes, Panelist Codes, Email Only, or Code + Email.

One record per respondent

Bulk import profile, contact and status via CSV.

Invitation Management

Send, track and resend study invitations by panel segment, with response and no-show tracking.

Org-wide code format

Prefix, separator and numbering, set once, apply everywhere.

Search, filter & maintain

From a centralized workspace.

Panel Reports

Dashboard metrics

Codes/emails on file, participation rate, max vs. tasted products.

Filter & export

Export reports to PDF by panel, date range or participation rate.

Performance charts

Track product performance and individual panelist consistency.

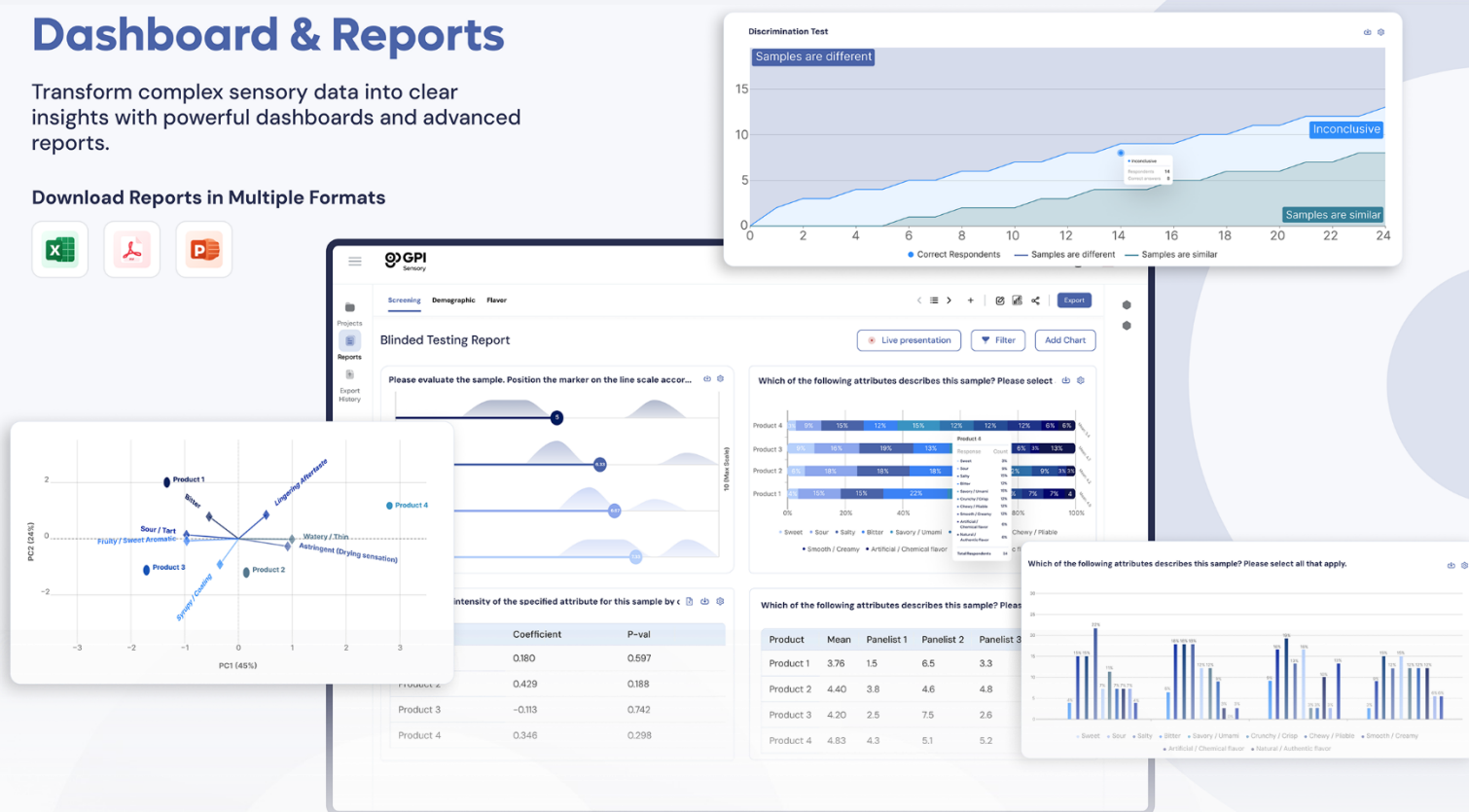
Performance Scoring

Lab and panel performance metrics feed directly into the platform's reporting suite.

Analytical Dashboard & Reports

Transform complex sensory data into clear insights with powerful dashboards and advanced reports.

Download Reports in Multiple Formats



REPORT STRUCTURE

Add any chart or aggregation

To any page from one Add Element dialog.

Export to PDF

Export reports and dashboards as professionally formatted PDF.

Export to PowerPoint

Export reports and dashboards as editable PowerPoint presentations.

Real-time data streaming

15s / 30s / 1min / 5min refresh during collection.

Drag to reorder

Rearrange, restyle and edit charts in bulk without recreating cards.

Export to Excel

Export raw data, statistical summaries, and response data to Excel.

Live reports in Dashboard or PowerPoint

Present live dashboards online or directly in PowerPoint with **real time** data updates.

Named attribute tabs

View Texture, Color, Taste tabs plus an All Charts view.

Chart Customization

Switch chart type per question

Choose from multiple chart types without recreating your chart.

Apply to Similar Charts

Apply a style across every chart of that type.

Five color schemes plus custom palette

Create reports using your branding.

Export & API

Complete Excel & CSV Exports

Raw data, individual responses and statistical summaries. A variety of export formats are available.

API

API connections stream study data directly into your data lake or warehouse.

Advanced, AI-Enabled Reporting & Statistics

Perform advanced statistics based on a variety of models or customize statistics to meet your organization's needs.

Enterprise Integrations

Custom APIs, exports and statistics for enterprise-scale pipelines.

Analytics

Filter any report

Filter by demographic data, screener response, quota group or sample.

Segment with cross-tabs

Mean scores broken out by any variable.

Live monitoring dashboards

Review updated data daily as collection runs.

In Dashboard Statistics

Basic Statistics

Mean and Group • Mean and Group (Cross-Tab) • Top Box / Bottom Box • Chi-Square

Hypothesis Testing

ANOVA • Repeated Measures ANOVA • Paired t-test • Independent Samples t-test • Kruskal-Wallis • Friedman • Mann-Whitney U • Fisher's Exact • Z-test for Proportions • Cochran's Q • Advanced Proportion Test • Marascuilo + Bonferroni

Post Hoc

Tukey HSD • Fisher's LSD • Duncan's • Dunnett's

Multivariate

PCA • Factor Analysis • Correspondence Analysis • Multiple Correspondence Analysis (MCA) • Multiple Factor Analysis (MFA) • Conjoint Analysis • MaxDiff • D-Prime (Triangle, Tetrad, IBT) • Pearson & Spearman Correlation

Advanced Analytics

Penalty Table & Chart • Cross-tab segmentation • Filter by demographic / screener / quota • Live monitoring dashboards

Open Ended Analytics

Verbatim Coding • Word Cloud & Frequency • Sentiment Scoring • Theme Clustering

Global Capabilities & Advanced Features

Ideal for global clients with multiple locations and analysts. Build a study in Zurich, translate it for a panel in São Paulo, and report on it in Singapore, all from the same platform. Work can be shared or kept separate across locations, and analysts can view the platform in their preferred language.

Cross Organization Collaboration

Fully Secure

Enterprise-grade security with role-based access control, data isolation, and audit logging.

SSO

Authenticate using enterprise identity providers such as Microsoft Entra ID (Azure AD), Okta, and other SAML or OpenID Connect providers.

Respondent & UI languages

Deliver studies in multiple languages and tailored interface settings.

Templates manage workflows

Maintain a consistent setup across locations.

Security, Access & Integration

Multi-organization architecture

Each organization's users, panels and data are stored separately.

Access Control List (ACL)

Manage application and study access with configurable Owner, Editor, and Viewer roles, supported by audit logs.

Enterprise standalone organizations

Give clients access through their own Administrator accounts.

Integrate other lab tools

LIMS connectivity for sample tracking and lab results, feeding directly into GPI studies.

AI-Enabled Insights

Automated Analysis & Recommendations

AI-enabled analysis of study results, providing key findings and suggested next steps.

Theme Detection & Summaries

Automatically clusters open-ended responses into themes with plain-language summaries.

AI-Assisted Reporting

Generate a narrative report directly from study data, then refine it conversationally before export.

Prediction Models

Intelligent forecasting and predictive analytics that estimate future outcomes by using historical research data.

Pricing Plans

Starter

For individuals and teams running targeted, ad hoc product experience research — a single claim test, a reformulation check, one market.

What you get:

Priced per project, no commitment

Classic sensory tests, templated for fast set-up and execution

Standard platform outputs and reporting

Single-language operation and testing

Technical support by email

✓ AI features on all plans

Growth

For innovation, insights and R&D teams whose investment decisions need repeatable, comparable evidence across projects, markets and time.

All the features in Starter PLUS:

Annual subscription priced on usage; activate only the methods you need

Full multi-method study workflows; build and save your own projects and templates

Longitudinal tracking and cross-market comparison across your full project history

Multi-language operation and testing with live translation

Chat and email support from GPI's sensory and data science experts

24-hour global technical support

Scheduled online training programme, plus bespoke sessions on request

Structure onboarding and data migration from your old system

✓ AI features on all plans

Enterprise

For high-volume, cross-functional organizations running continuous product experience research across markets, panels, categories and lifecycle stages.

All the features in Growth PLUS:

Enterprise agreement covering all teams and seats

Multi-team workspaces with study governance: approval workflows, protocol libraries, audit trail

Organization-wide data layer; benchmark across teams, categories and business units

Centralized management of multiple panels across markets

Sensory and data science experts, available on demand

• Dedicated success manager, SLA-backed

SSO, custom branding, custom feature and algorithm development on request

✓ AI features on all plans



Sensory
Intelligence
for Product Teams

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