Compusense20 Lite
Why Compusense20 Lite?

• Compusense20 Lite is an entry-level software for consumer and sensory testing.

• If you’re new to the process, and need to start running basic quality, discrimination or consumer tests, then Compusense20 Lite is built for you.

• You should consider Compusense20 Lite if you’re looking to:
  • Ensure your product quality, understand your product and understand your consumer
  • You can collect and analyze data on an easy-to-learn platform
  • Get fast, reliable and actionable reports
Why bother with product testing?

• There’s nothing more important than earning your customer’s trust. The trust that when they buy your product, it’s what they expect, every time.

• Personal opinions vary wildly, because we’re all different. So how do you get objective results that let you make decisions confidently?

• This is where the science of Sensory Evaluation really helps! Compusense can teach you how to ensure your product quality, improve your development process and increase your consumer understanding!

• And your product delivers results to your bottom line!
Compusense20 Lite - what’s included:

• Up to 3 analyst users
• A Basic Palette of question types
  • Category style questions
    • including Liking, JAR, Intensity
  • Choose style questions
    • including Choose 1, Choose n, and Choose all that apply (CATA)
  • Open ended questions
    • to capture Comments or text data
  • Ranking style questions
    • including Rank n and Rank all
  • Discrimination questions
    • including the Same/different, Triangle, and Tetrad methods
Compusense20 Lite- what’s included:

A simple approach to experimental design for products.

- Compusense20 Lite designs help you control for different areas of bias in an experiment, such as the positional or order effects of products you’re testing.

- Choose from
  - Fixed Order Designs, where Panelists all receive the same order
  - Balanced Designs, where sample position is balanced across orders
Compusense20 Lite - what’s included:

An easy way to manage and communicate with Panelists.

- You can have as many panelists as you need
- Email your panelists directly from Compusense20 Lite
- Send them links to tests so that they can participate in surveys or product tests from wherever they are
- Review your panelists’ history
Compusense20 Lite- what’s included:

An easy way to train your quality and profiling panelists.

- Use our Feedback Calibration Methodology (FCM) to train your panelists
- FCM speeds up training for visual, odor or taste attributes
- FCM helps keep panels calibrated, and engaged, so that you know that your results are robust and reliable
Compusense20 Lite- what’s included:

Super-fast analysis and reporting.

- Create quality analysis and reports in seconds
- Choose from a range of reporting styles, focused on your test outcomes
- Export your reports direct to PowerPoint, Word or Excel
- Analyze and report on tests the moment they are completed
Compusense20 Lite- what’s included:

Reports available
- Graphing
- Hits & Misses
- Panelist Summary
- PowerPoint Presentation
- Standard Report
- Summary Report
- Raw Data

Questions available
- Category
  - Liking, Intensity, JAR
- Choose
  - Choose 1, Choose n, CATA
- Comment
- Ranking
  - Rank all, Rank n
- Discrimination
  - Triangle, Same/Different, Tetrad