

Compusense Lite



Why Compusense Lite?

- Compusense 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 Compusense Lite is built for you.
- You should consider Compusense 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!



Compusense Lite- what's included:

- Starts with 3 analyst users and you can purchase up to 10
- 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



Compusense Lite- what's included:

A simple approach to experimental design for products.

- Compusense 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



Compusense 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 Compusense Lite
- Send them links to tests so that they can participate in surveys or product tests from wherever they are
- Review your panelists' history



Compusense 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



Compusense 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



Compusense 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](#)

