

Ipsos launches Sense*Suite to guide early-stage product development

Issued by [Ipsos](#)

27 Sep 2016

Ipsos ProductQuest expands offer with holistic R&D solutions

Ipsos ProductQuest has launched Sense*Suite to help clients guide R&D initiatives and optimise sensory elements during early-stage product development.

Building upon Ipsos' vast product testing and optimisation expertise, Sense*Suite seamlessly integrates qualitative techniques with quantitative assessments to provide holistic guidance to R&D. The suite uses product deprivation, role playing, 3D stimulus and other qualitative approaches, along with scaled responses, to address clients' most critical product development challenges. New solutions within the suite include:

- *Product*Sense*: Identifies the sensory dimensions that consumers want.
- *Sensory Stations*: Evaluates sensorial product features and potential package designs.
- *Rapid Prototyping*: Iteratively evaluates potential prototypes.
- *Sensory Lab*: Evaluates prototypes in a lab environment, including drivers of appeal, potential barriers and improvement opportunities.
- *Censydiam*Sense*: Uncovers the emotional drivers of a product experience.

According to Virginia Weil, President of Global Product Testing at Ipsos, "Our clients are focussing more and more on perfecting their products at the earliest stages of development. At Ipsos, we take a holistic view of product optimisation and have developed new ways to integrate qual and quant research to produce more refined results for our clients. Sense*Suite represents these holistic solutions, which help our clients to understand and deliver the sensory cues, emotional drivers, features and benefits most relevant to consumers. With Sense*Suite, our clients can develop superior products that yield better business outcomes for their brands."

Radhecka Roy, Global Lead of NPD Business, Ipsos UU, adds her perspective: "In developing Sense*Suite, we have integrated our qualitative research philosophy of Hot & Cold research, where Hot consists of disruptive, intuitive, and in-the-moment techniques and Cold reflects our strong analytical frameworks on consumer behaviour. Sense*Suite is a great example of combining the raw, disruptive, emotional and technology-enabled insights of the sensorial product experience with the strong discipline and rich experience of product development frameworks."

Sense*Suite is a modular approach to early-stage product development that provides consumer-centric product understanding. Sense*Suite is the latest solution developed by Ipsos ProductQuest, the world's leading product testing advisor. With 7,000+ products tested annually, Ipsos ProductQuest offers solutions throughout the product lifecycle that include mobile testing, emotional drivers and neuroscience applications.

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About Ipsos ProductQuest

Ipsos ProductQuest helps clients accelerate growth by putting the consumer voice at the heart of their business decisions.

We understand the challenges of today's world and deliver solutions that help you get to the next step faster and develop better products that will win in market.

As the world's largest product testing advisor, we test 7,000+ products annually and have successfully launched 20,000+ products under the Ipsos product testing framework. Our team of experts is well-versed in all of the touchpoints that go into developing and launching successful products.

With unparalleled global reach, we offer scalable solutions, robust simulators, and flexible, innovative approaches – from the earliest stages of exploration and optimisation through validation, benchmarking and cost savings.

About Ipsos

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery. Ipsos has been listed on the Paris Stock Exchange since 1999.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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