

**A SCIENTIFIC & OBJECTIVE
APPROACH TO PRODUCT
DEVELOPMENT**

ENHANCE YOUR PRODUCT'S APPEAL

**IDEAL RANGE BRINGS YOUR PRODUCT(S) CLOSER
TO CONSUMER'S IDEAL TASTE PREFERENCES.**

Ideal Range is a Machine Learning (ML) based methodology for product testing and provides insights and benchmarks a products on ideal range and suggests improvements to get the product (attributes) closes to the ideal range.

KEY FEATURES

- Objective Assessment of Product's Organoleptics with actionable feedback
- Scientific Approach to product tasting
- Ability to predict and suggest *Ideal range* for each of the taste components



ENHANCE PRODUCT LIKEABILITY

Getting an objective assessment of consumer preference and appeal - providing actionable insights to enhance appeal



IDENTIFY HOT ATTRIBUTES

Get an in-depth understanding of your products organoleptics and prominent / characteristic features



SHORTEN PDC & GTM

Reduce iterations and re-work on product tasting and feedback phase of the PDC thus faster GTM



INQOGNITO INSIGHTS PTE LTD.

W: www.inqognito.com | E: cerebris@inqognito.com



SINGAPORE

NEW DELHI

MUMBAI