

TASTINQ™

UNDERSTANDING PRODUCT EXPERIENCE AT A SUB-CONSCIOUS LEVEL



DECODING PRODUCT SENSORIALS

Taste and Smell are two quintessential Ingredients that COMPLETE our product experience. Processed separately in different parts of the brain, our understanding of flavor is based on a combination of these senses and this combined reaction manifests as conscious 'liking' or 'dislike' – instigating our response : accept or reject.

INTRODUCING TASTINQ™

TastInQ is a SYSTEM 1 tool modeled using EEG that captures electric impulses to measure the 'liking' reaction produced in the brain - during the consumption – and provides a single metric, **EXPERIENCE INDEX** that measures the overall preference towards the product. This is a Neuro derived score calculated using a Machine Learning Algorithm based on

INDULGENCE - measure of interest and involvement in the act

FONDNESS - measures the emotional likeability of stimulus during the consumption experience

TASTINQ CAN HELP...



SOFT FOOD & BEVERAGES (YOUGHURT / SHAKES / MILK / JUICES)

Gather subconscious responses to the product across the SENORIAL JOURNEY / TRAJECTORY consumer takes - Initial Consumption, Consumption Journey, End & POST consumption



ALCOBEVS (HARD LIQUOR / PACKAGED COCKTAILS)

Gather subconscious responses to different phases of tasting - Smelling / Holding / Rolling-down Throat - thereby the entire product experience



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