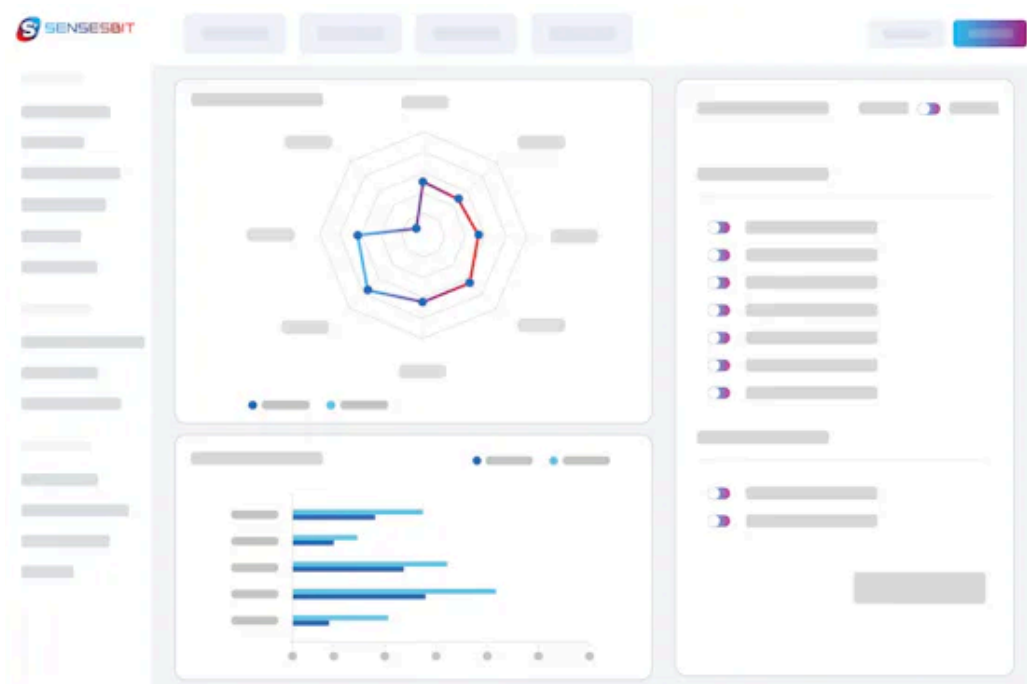


# SENSORY PLAYBOOKS

# SENSESBIT

Become an expert in  
sensory analysis



# Motivation of tasters

The aim with a panel of trained tasters is that it functions as an analytical instrument. However, it is made up of people.

We put a lot of effort into eliminating their biases, sharpening their senses and training them in the use of scales, but none of this helps if the person is not fully motivated and does not take seriously the importance of the measurements they give.

Here are some tips to keep tasters motivated:

### Incentives

Incentives are a useful tool to maintain the loyalty of tasters.

Depending on the situation, these incentives can be **time off** if the taster is an employee of the organisation, **product packs**, participation in **raffles** or even **monetary incentives**.

It is important that incentives are not immediate, but are achieved through perseverance.

### Sense of belonging

The panel of trained tasters is a group of people who must trust each other.

One motivational strategy is to **make them feel part of an exclusive circle** that they are part of because of their sensory capabilities.

They will strive to make sure they stay within that circle.

### Involve them in the process

Often the tests that are done with the panel of trained tasters require anonymity of samples and concealment of the reasons for analysis to avoid bias.

Given these limitations, **it is important that tasters know why they are being tested**, even if it is after the fact, but that they know the impact they have on the process and what their responses are used for.

### Personal development

The best tasters are the best tasters because they want to improve their sensory skills or their knowledge of the product.

Let's make sure we encourage this behaviour by giving them **constructive feedback** on their progress, explaining where their performance can be improved and what steps they need to take to improve it.