

# 5 common mistakes when performing sensory analysis

and how to avoid them

# MISTAKE 1



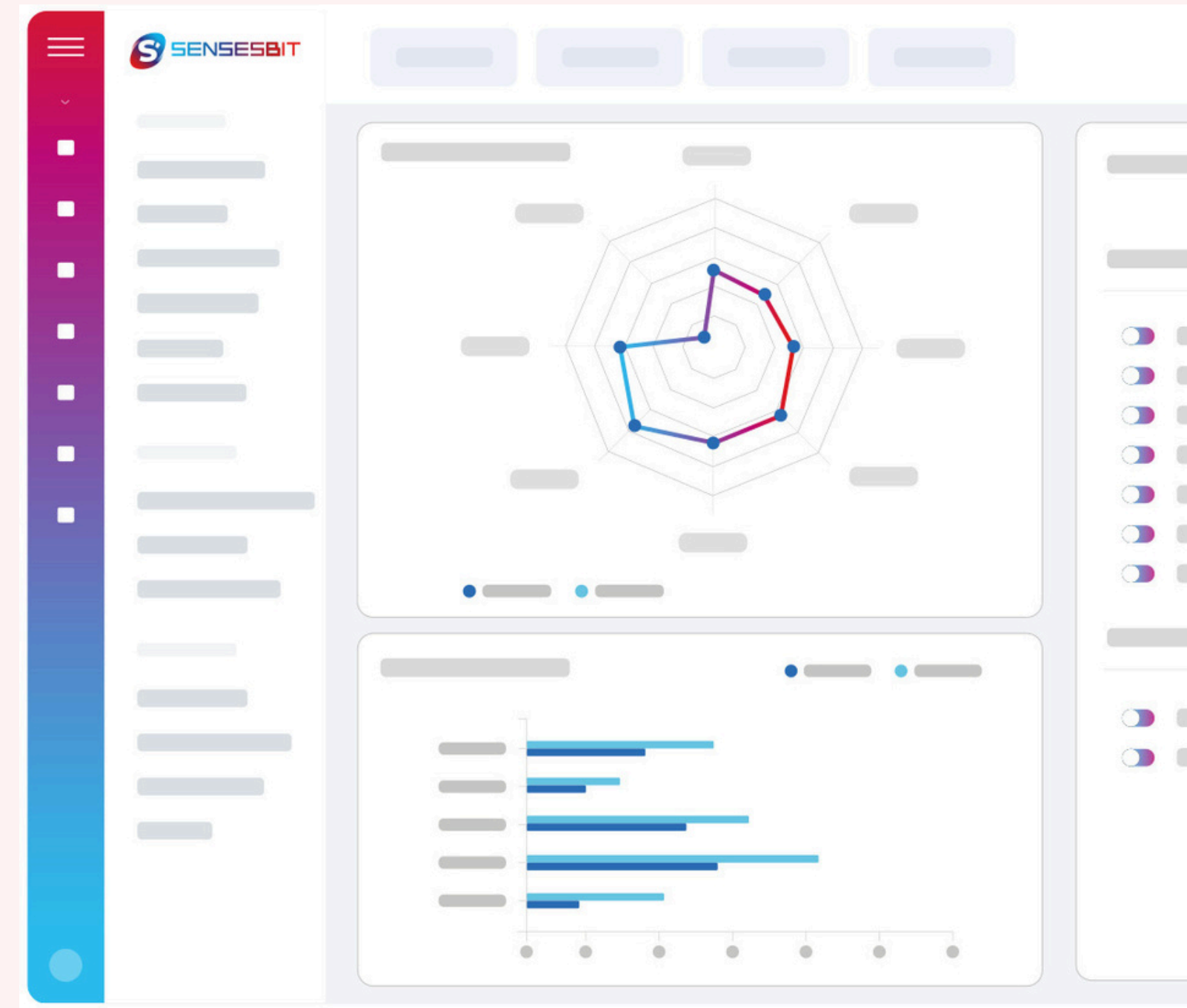
**Failure to correctly define the  
objective of the analysis**

# SOLUTION 1

The objective of the analysis should be the first point to decide, before any planning.

It should influence:

- How we prepare the samples
- What test we do
- The number of participants needed





## MISTAKE 2



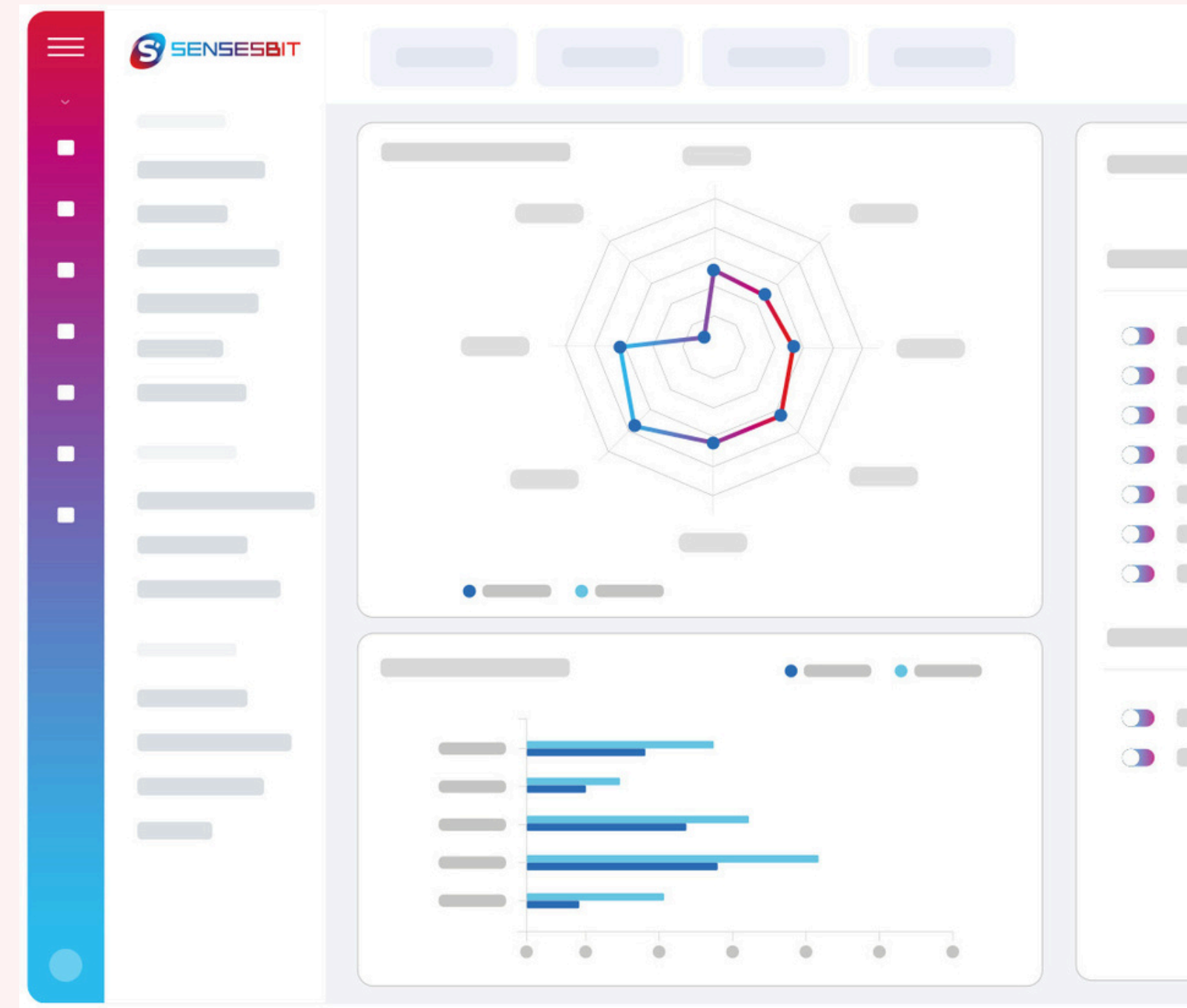
**Failure to train and validate your  
panel properly**



## SOLUTION 2

The taster panel is an analytical sensor.

Like any instrument it must be calibrated to ensure that the results we obtain are repeatable and reliable.



## MISTAKE 3



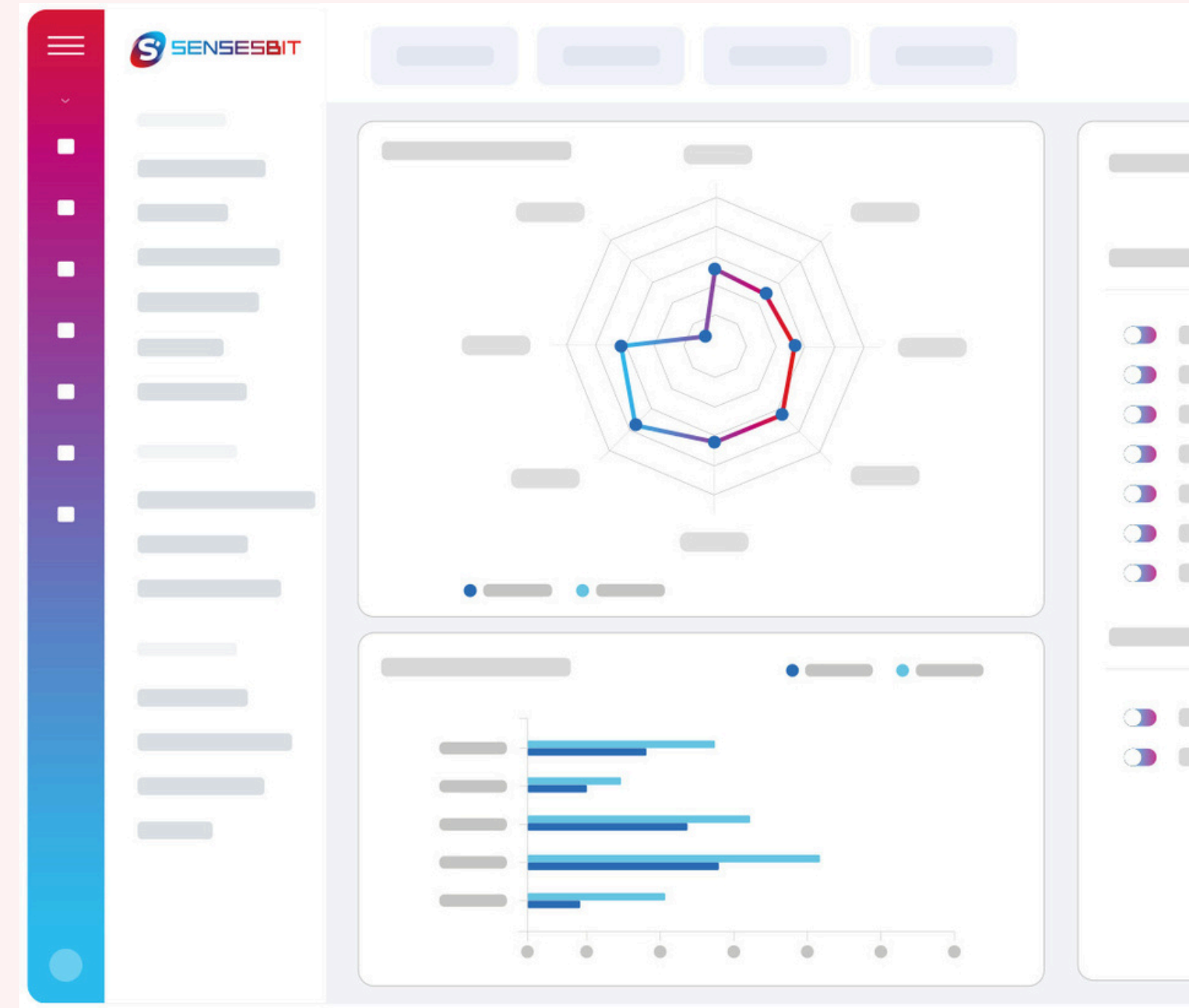
**Failure to adequately  
control for test biases**

## SOLUTION 3

As individuals we are subject to a myriad of biases.

It is important to control:

- The test environment
- The information in the survey
- The order and labelling of the samples to avoid influencing the answers we get.





## MISTAKE 4

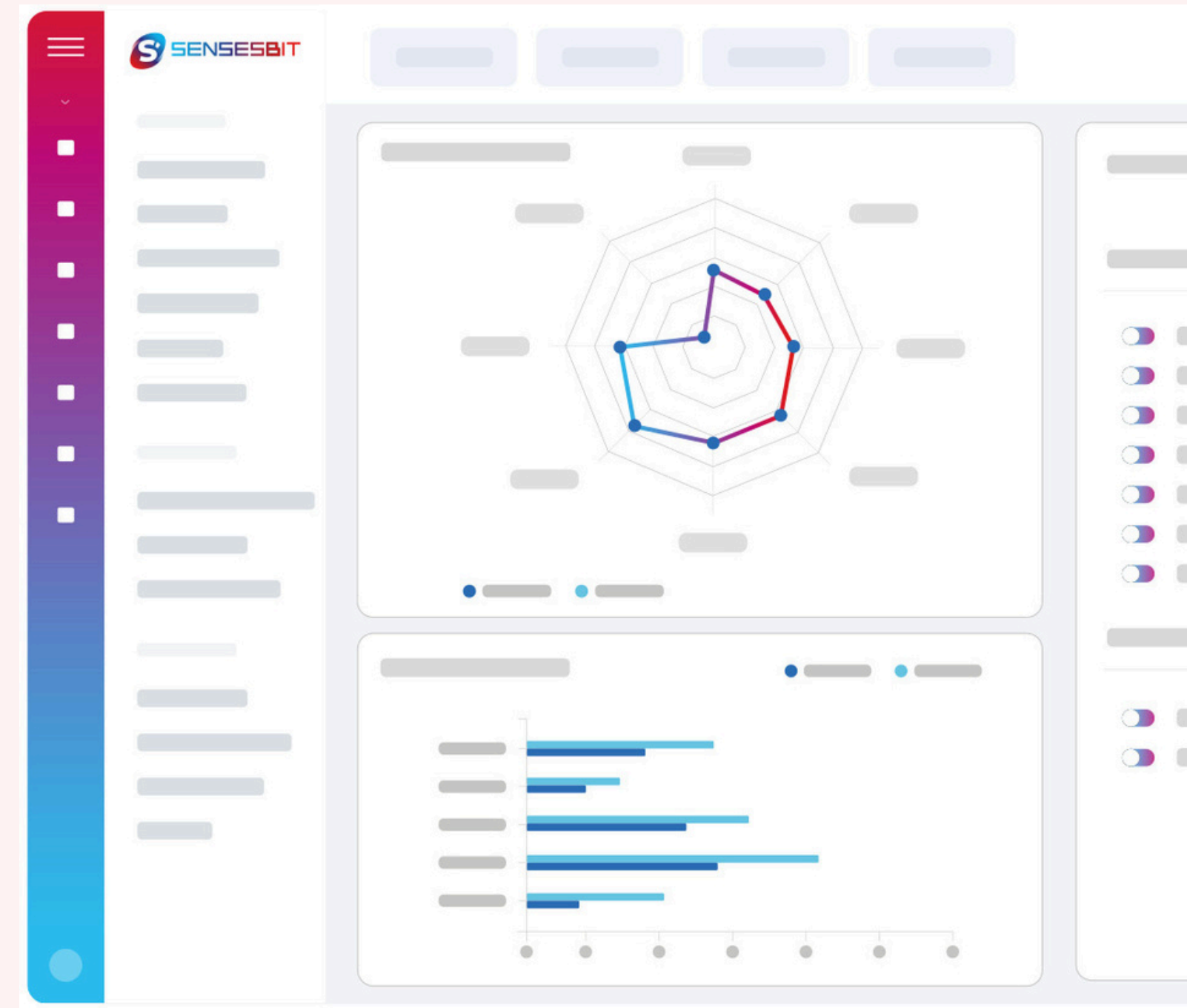


**Lack of statistical analysis**

## SOLUTION 4

Assessments are made with a small group of people.

To extrapolate these conclusions to the whole population we need to apply appropriate statistical tests.



## MISTAKE 5



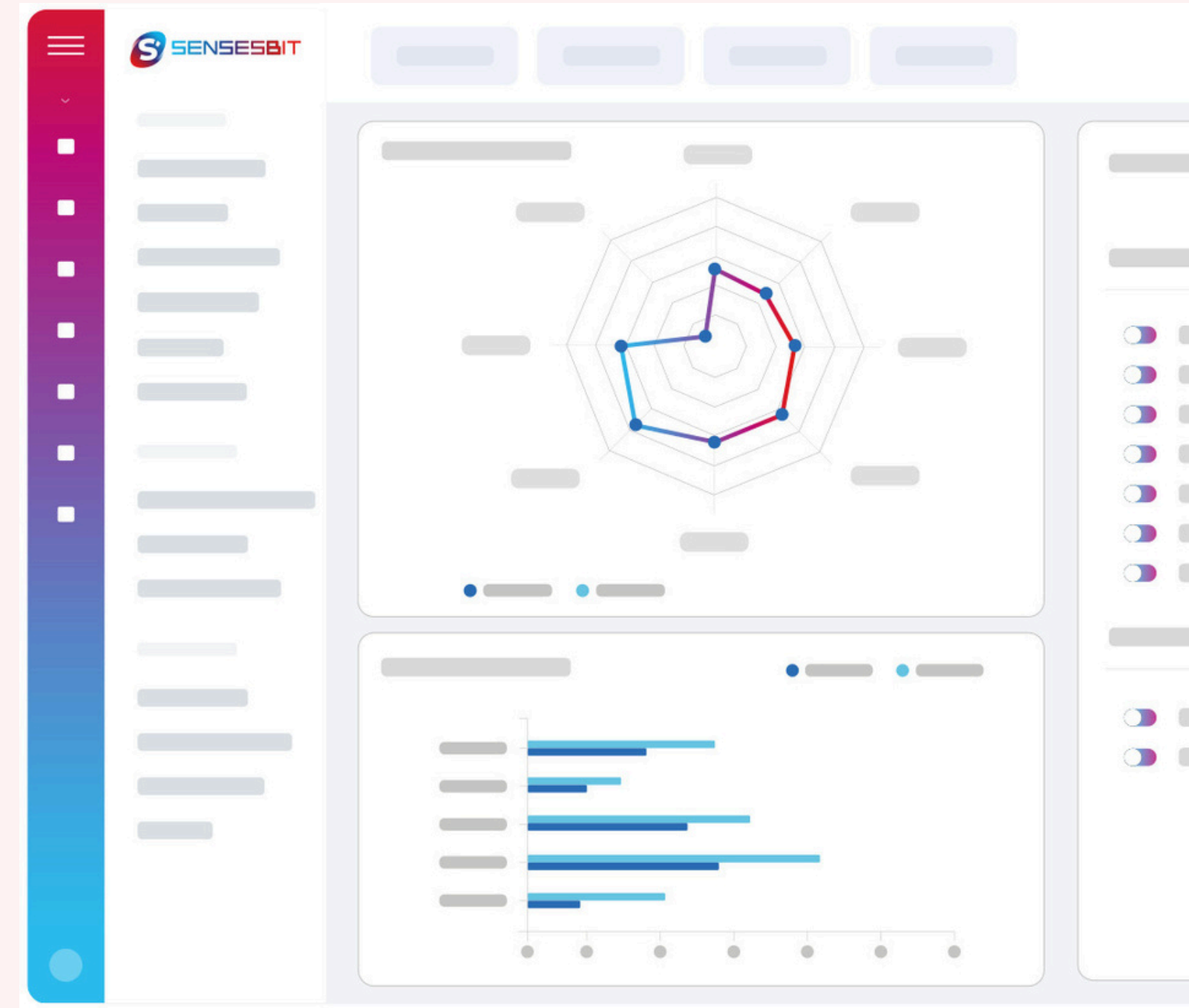
**P value is not everything**



## SOLUTION 5

We can't change our strategy because we have a p-value of 0.04999

We must understand the context of the test and take into account elements such as the power of the test or the effect size.





# Did you already have them in mind?

Tell us about it in comments