

Sensory Analysis Templates

1. Star Profile

A star profile shows a taster's detailed assessment of a drink product. It also enables a description to be written to state what the product is like.

A star shape is drawn, with each line usually divided into five sections so that a mid-point choice can be made. A descriptor is written at the end of each line e.g. sweet and the taster places a cross next to the number which best fits his/her assessment of the sample. Scale: 5 = excellent, 1 = poor.

When all the assessments have been made, a straight line is drawn to join up all the crosses. This clearly shows a visual assessment of the product.

A product profile is then written to describe the different aspects of the product. It is important to only use the correct words related to each number on the star diagram so that the profile is meaningful.

For example: 5 = excellent; 4 = very good; 3 = good; 2 = poor; 1 = very poor.



2. Ranking test

Symbols are used to identify different drinks so that the taster is unaware of the manufacturer, product name or ingredients used. However, tasters must be asked if they are allergic to any foods before tasting sessions are carried out.

Ranking can be done according to the sample liked most or to identify which characteristic of the drink is most popular e.g. sweetness or full flavour.

Between four and seven samples can be successfully used in tasting sessions.

Each taster is given a table for them to record their preferences (see Ranking test A) and these are then transferred to the results chart (see Ranking test B). Each level of the rank order is given a mark allocation. If four samples have been used 4 marks are awarded to the most liked sample ending with 1 mark for the least liked sample. The marks are then totalled up and put into rank order. The highest score is the most popular and the lowest score is the least popular.



3. Rating test

A rating test is used to show how much someone likes or dislikes a drink. Five identified points can be successfully used to gather detailed results on how much the product is liked by each taster but up to nine can be used if more detailed information is required.

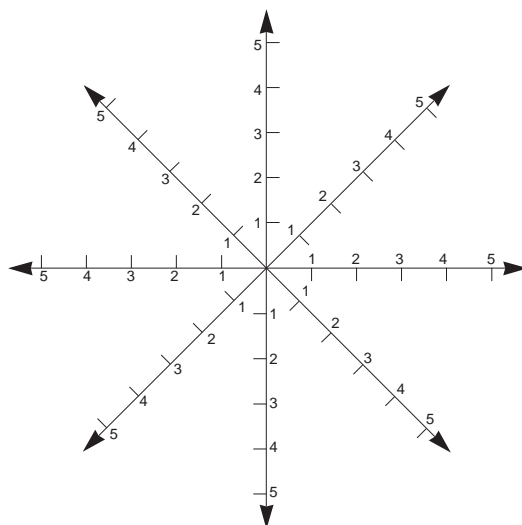
The highest number is used for 'extremely liked' progressing down to the lowest number for 'extremely disliked'. (An odd number of points are required so that a mid-point choice can be made.)

Pictures or words can be used for the descriptions. The sample uses the visual impact of faces to reflect the amount the sample is liked. Words would enable more detailed descriptions to be created.

A tally chart can be used to calculate the most popular drink. Alternatively a computer programme enables graphs to be produced to assist in writing the conclusions.

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1. Star Profile



2. Ranking test (A)

Ranking Test		Name.....
Taste the samples and put them in the order you like best.		
sample code	order	comments
◆		
○		
□		
*		

Ranking test (B)

Ranking Plum Juice Result Chart						
Sample	1st choice (4 points)	2nd choice (3 points)	3rd choice (2 points)	4th choice (1 point)	Score	Placing
◆						
○						
□						
*						



3. Rating test

Rating Score	5	4	3	2	1
Sample ◆					
Sample ○					
Sample □					
Sample *					