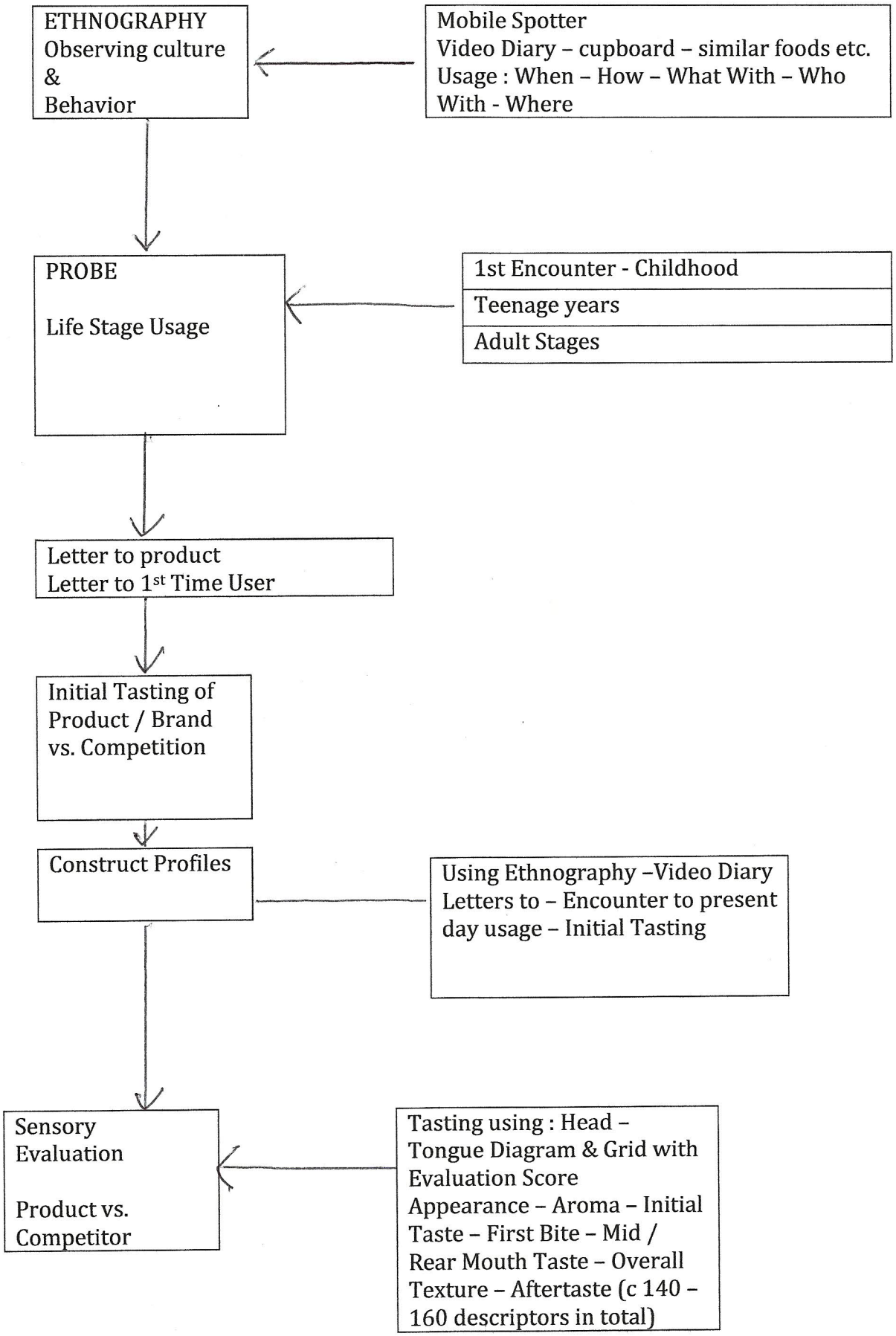
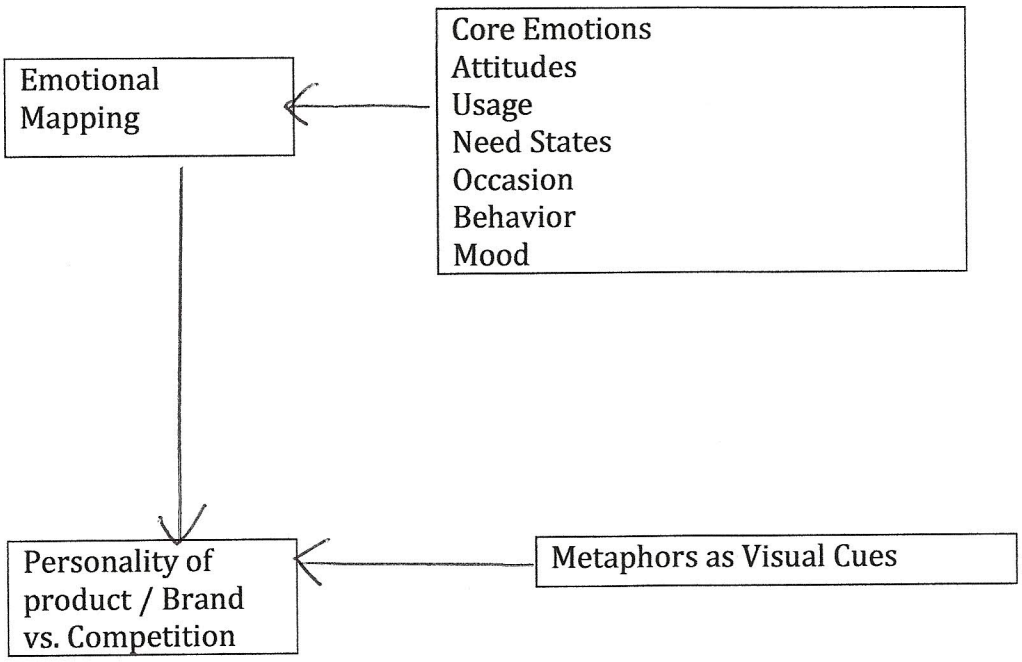

ETHNOGRAPHY
Observing culture
&
Behavior
Mobile Spotter
Video Diary – cupboard – similar foods etc.
Usage : When – How – What With – Who With - Where
PROBE
Life Stage Usage
1st Encounter - Childhood
Teenage years
Adult Stages
Letter to product
Letter to 1st Time User
Initial Tasting of Product / Brand vs. Competition
Construct Profiles
Using Ethnography –Video Diary
Letters to – Encounter to present day usage – Initial Tasting
Sensory Evaluation
Product vs. Competitor
Tasting using : Head – Tongue Diagram & Grid with Evaluation Score
Appearance – Aroma – Initial Taste – First Bite – Mid / Rear Mouth Taste – Overall Texture – Aftertaste (c 140 – 160 descriptors in total)


Emotional Mapping
Core Emotions
Attitudes
Usage
Need States
Occasion
Behavior
Mood
Personality of product / Brand vs. Competition
Metaphors as Visual Cues