

# SENSORY BOT™

The only chatbot  
that speaks **sensory**  
– the language of  
**Product  
Experience**



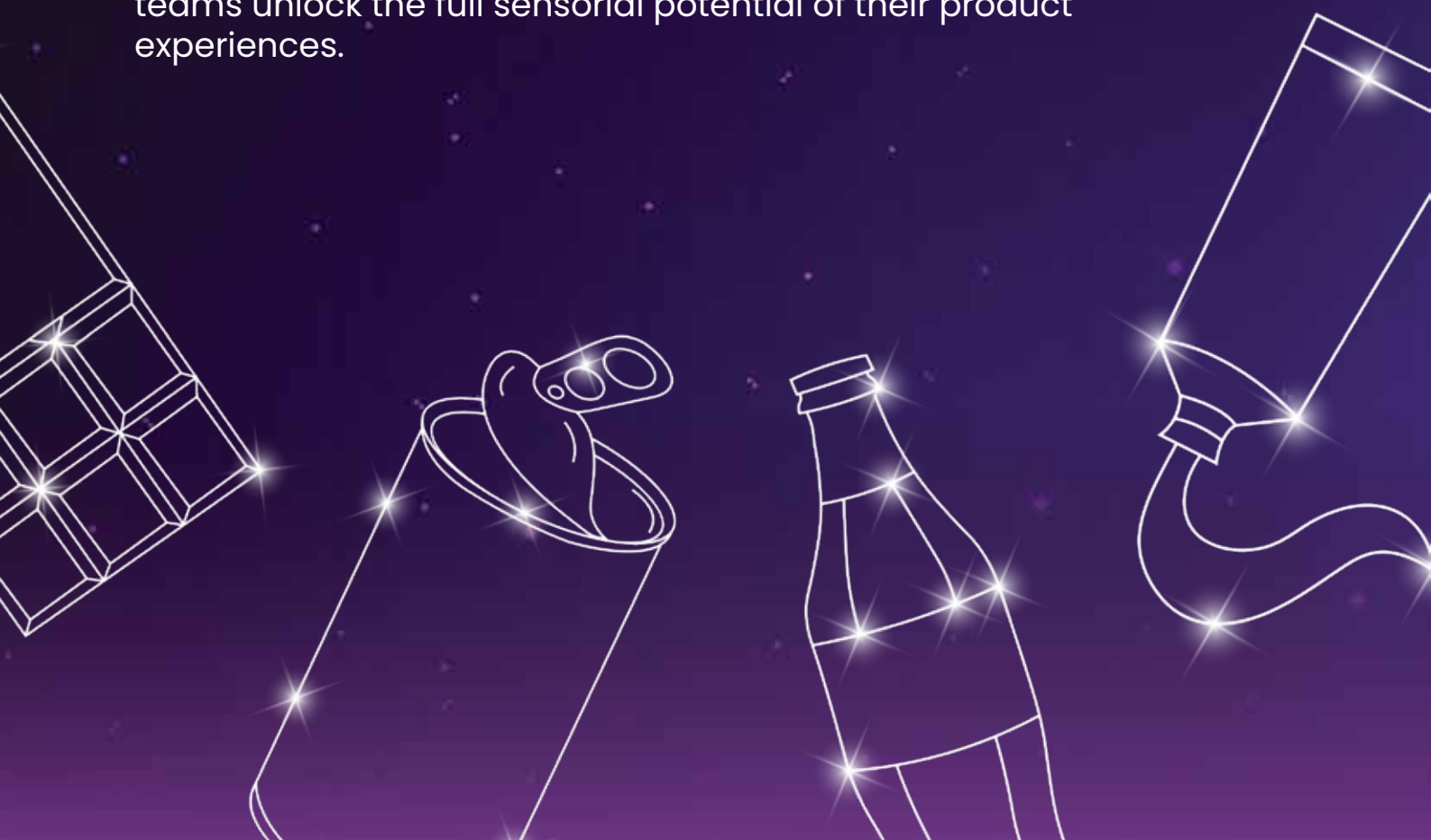
# Decoding the language of Product Experience

In today's world of information overload, the challenge isn't data scarcity, it's fragmented insights. While traditional methods have a place, they rarely reveal the hidden, interconnected links that form product experiences, which we accept are multi-dimensional, layered and abundant with nuance.

Sensory Bot™ combines cutting-edge conversational AI with over 35 years of MMR's sensory research expertise, to decode the language of the senses. It reveals the full constellation of product experience: taste, texture, scent, sound, emotion, and perception – helping brands understand what truly resonates and why.

It transforms complex consumer feedback into clear, actionable insights that reveals the ripple effects of potential changes and opens strategic pathways for forward-thinking decision-making across the user experience and product strategy.

Sensory Bot redefines consumer closeness by bridging the gap between authentic human truths and brand storytelling, helping teams unlock the full sensorial potential of their product experiences.



# Why Sensory Bot™ stands apart



## Sensorially fluent AI

Trained to understand and interpret the nuanced language of product experience, required to reach sensory level insights.



## In-the-moment feedback

Captured in the lived product moment where experiences are truly felt.



## Conversational intelligence

That adapts dynamically to each consumer, laddering up to form a collective of individual, authentic human truths to surface a single, shared vision of a product.



## Scalable qualitative insight

Grounded in authenticity while retaining sensorial depth to fuel confident decision making.



## Holistic mapping

That reveals the interplay between the senses, memories and associations, and the emotions evoked by them.



# What our clients say

“

We discovered elements about the product experience we never knew about, didn't consider before, and have certainly never measured in a survey.

”

“

We really liked how the comparison against our key competitor was pulled out... the difference comes from looking at how integrated core elements of the value proposition are in the rest of the product experience.

”

“

The language consumers used tells us so much about their deep-seated cultural values and expectations... about the product's role in the consumer's world.

”





# When to bring Sensory Bot™ into play

## For Reformulation:

- ✦ To avoid blind spots in product development often caused by fragmented insights.
- ✦ To anticipate and manage how product changes might affect the broader experience.
- ✦ To deconstruct sensorial cues at each touchpoint, and how they ladder up to functional, perceptual, emotional and experiential layers of the holistic experience.
- ✦ To identify pain points and opportunities across the total product experience, and the levers to fix them.
- ✦ To understand your product experience in the naturally lived moment, so renovation and optimization is done where products are truly felt.

## For Superiority:

- ✦ To deconstruct and understand the interconnected constellation of product experience – what truly sets it apart and what consumers love about it – to reinforce an authentic, ownable and impactful product identity.
- ✦ To develop coherent and cohesive product experiences that maximize memorability at each moment of the user journey.
- ✦ To help client teams speak the same language when it comes to product experience, and develop unified and optimized product, pack, and communication strategies.
- ✦ To surface fresh insights and discover new aspects of the product experience through exploratory conversations at scale.

## For Localization:

- ✦ To decode the cultural meaning behind local language so your product's voice communicates strongly, while retaining global brand values.

# What you'll gain with Sensory Bot™

**A previously hidden lens into the holistic product journey, grounded in the collective of individual, authentic human truths, surfacing a single, shared vision: a connected constellation of what truly matters.**

- ✦ A mapped constellation of sensory, emotional, functional and perceptual insights: defining your product's unique fingerprint, to guide positioning.
- ✦ Reveal the sensory and emotional cues that drive consumer delight and amplify differentiation, helping products stand out strategically.
- ✦ Lock in your product's sensory DNA so you can reformulate without losing what consumers love.
- ✦ Flags risks and friction in the consumer journey and provides pathways for addressing it.
- ✦ Strategic foresight into ripple effects of product decisions to guide smarter reformulation.
- ✦ Unified language and common understanding of the product experience across teams – breaking down siloed ways of working.
- ✦ Delivers granular sensory insight at scale, making sensory insights more accessible, impactful, and actionable.

As such, Sensory Bot™ empowers brands to create innovative, engaging, and emotionally resonant products that truly capture the hearts and minds of people everywhere. It's not just insight – it's foresight. A new paradigm for product experience research.



**Get In Touch & Discover More**



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