



NOVA

AI driven sensory research

Leveraging a trained Sensory Chatbot for
enhanced product understanding



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The essence of product experience is deeply human

It is a profound **interaction**
between you and the **product**,
engaging all your **senses**





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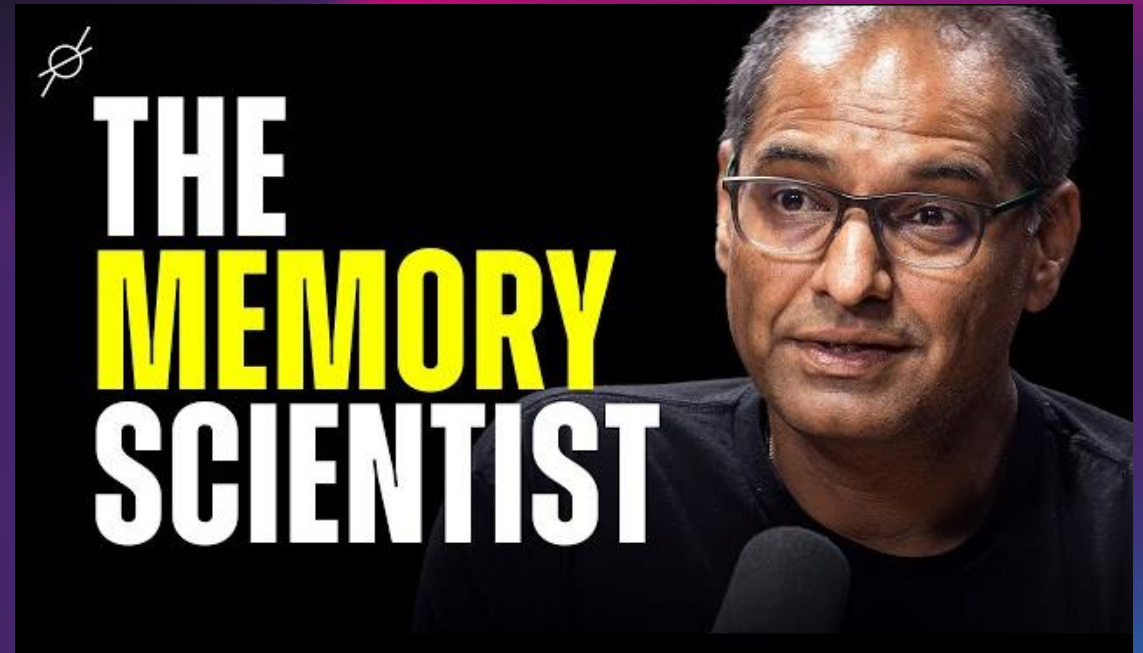
People don't just buy
products or brands,
they **buy experiences**

People **repeat**
experiences they love



What products experiences are up against...



















'...every time I'm getting distracted, I'm forming these little **fragmented memories** where I'm still catching up and I'm behind schedule and so now when I want to remember this experience later, I don't have a coherent meaningful memory...'



CHARAN RANGANATH, PH.D

Professor of Psychology and Neuroscience at the University of California, Davis and Director of the Dynamic Memory Lab | Charan's research focuses on human memory – particularly how we form, store, and recall memories, and how those processes are shaped by context and the passage of time.

Yet traditional product testing methods fall short in understanding the lived product experience...

	Survey-based product testing	Sensory profiling	Sensory qualitative research
Standard survey-based metrics			
Scale			
Depth & granularity			
With target consumers			
Close to real-life moment			
Live probing			



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Why a create Sensory Bot™ to decode consumers product experiences?

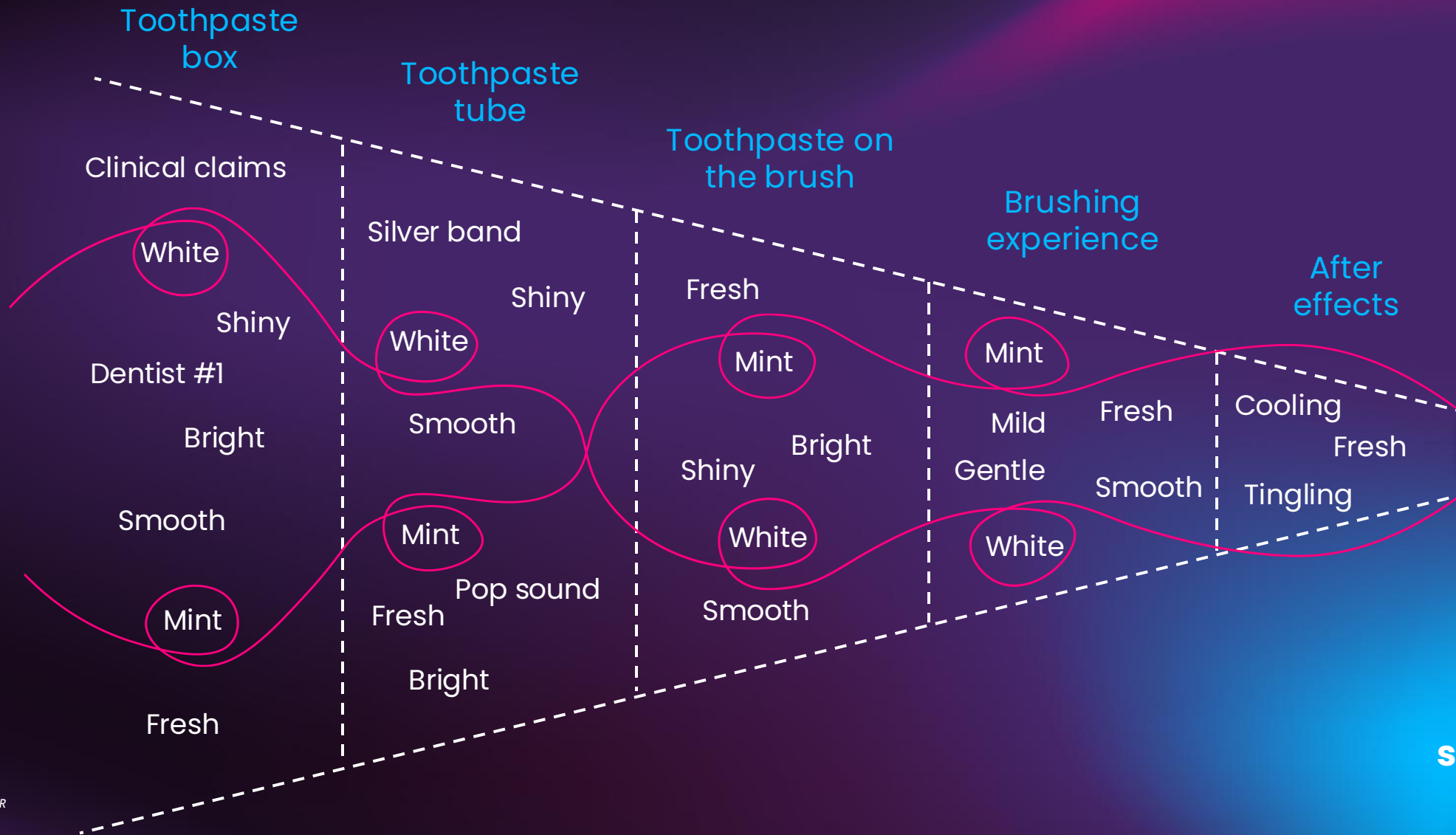
- Domain specific AI
- Closer to consumers
- Granularity with scale





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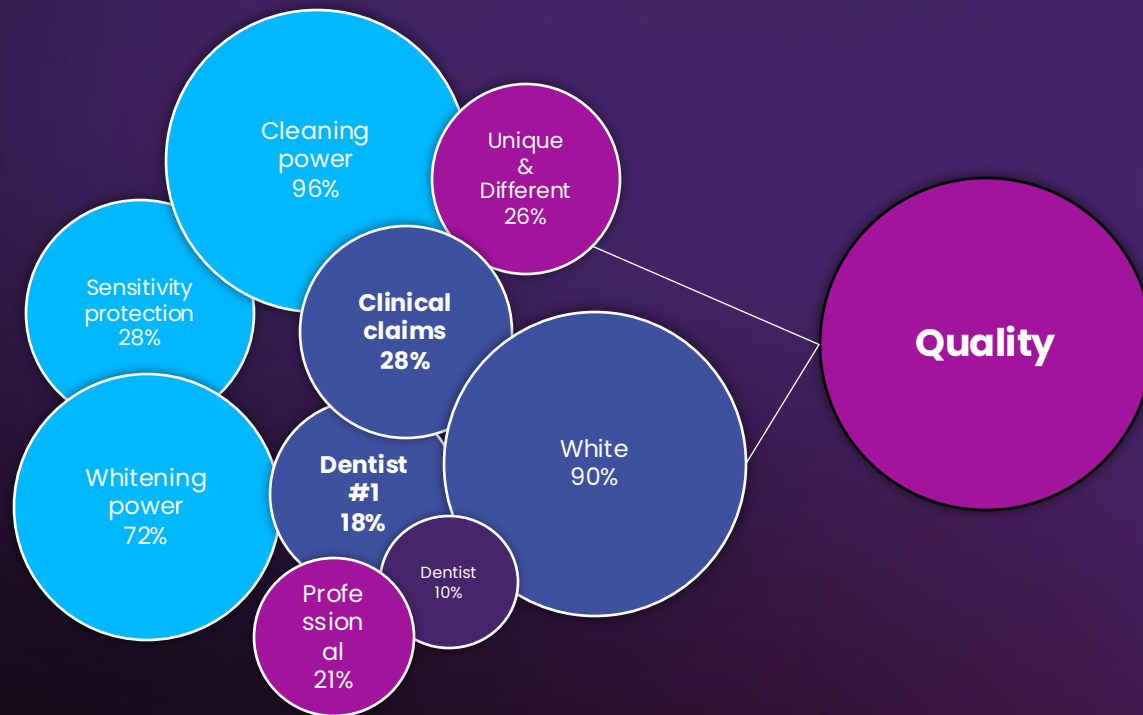
A cohesive interconnected product journey



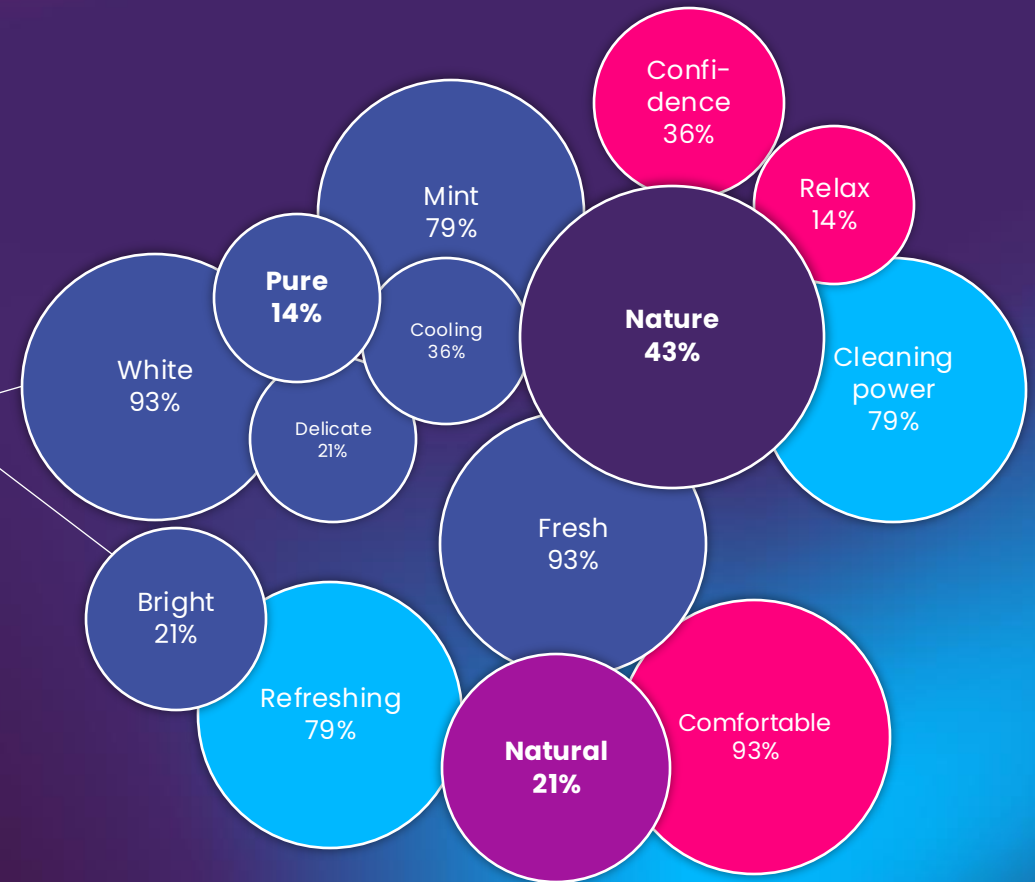
Whitening power for sensitive teeth

Language as a cultural cypher

In the USA, expectation and experience is deeply rooted in scientifically proven efficacy



In China, metaphor-rich descriptions reveal an experience that is in harmony with nature





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HALEON

Local nuance for global brand resonance

“A fresh and sharp breath hits you, as if you are in a **green mint field**, the **smell** is pure and strong, carrying the vitality and vigor of nature. A slight coolness spreads in your nose, like **a breeze in summer**, driving away all the dullness and fatigue...

The **foam** is white and has the coolness of mint. The mint emanating from the toothbrush rises in the air **like wisps of green smoke**...

And **after brushing**, our mouth will feel fresh, clean, and comfortable... Every breath you take will be like **a close contact with nature**, bringing you a refreshing feeling.”

- 46-year-old female, China



The background is a dark, abstract composition. It features a deep blue field with numerous out-of-focus orange and yellow light spots, creating a bokeh effect. Several bright, orange-gold particle trails or streaks are visible, particularly on the left side, suggesting movement or a dynamic process. The overall aesthetic is futuristic and high-tech.

While we cannot design
an experience, we can

DESIGN FOR EXPERIENCE



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THANK YOU

Any questions?



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