

Sensory AI Drivers+

Design and optimize the best possible product experience - powered by sensory science and intelligent modelling.

What is Sensory AI Drivers+?

Sensory AI Drivers+ is MMR's AI-powered product optimization tool that identifies the sensory attributes that matter most to consumers and predicts the impact of changing them. It enables R&D and innovation teams to create the best possible single product experience for consumers, through a solution that requires fewer products and smaller samples therefore saving cost and time – all while providing more actionable insight and greater predictive power than traditional mean level total sample drivers.

When to use it?



Early Development

Define how your brand should show up in a category.



In-Market

Pinpoint why a product is underperforming and how to fix it.



Renovation

Understand what to protect and where to improve.

This is not a replacement for preference mapping across larger product sets, which shows how to win by targeting and delighting different consumer preferences. Sensory AI Drivers+ is best suited to a tighter/simpler sensory space, where it tells you what wins and why - guiding the optimization of a single product to appeal to as many consumers as possible.

The Value It Delivers

+ Clear, actionable optimization

Pinpoint the sensory attributes that drive liking and understand exactly what to maximize or minimize to create the strongest possible product.

+ Predictive power for smarter decisions & greater ROI

Before you invest in reformulation, model the impact of any change (individually or in combination) to understand whether it will improve or weaken consumer appeal.

+ Category specific, not generic AI

The model is trained entirely on your sensory and consumer data, giving category-specific optimization rather than generic algorithms.

+ Cost-effective & efficient

Achieve deep sensory understanding and predictive optimization with as few as 6 products and 100 consumers - ideal for early-stage, renovation, or reacting to in-market challenges.

+ Confidence backed by data science

Developed by MMR's Data Science and Sensory teams using advanced modelling approaches validated against historical studies - outperforming traditional total-sample methods.

What You'll Get

Sensory AI Drivers+ tells you how to make the single best product you can, to maximize total sample liking by pleasing the broadest group of consumers possible.

You'll get:

1

Sensory Understanding

A clear map of the sensory space: where products sit, how they differ, and the attributes that truly matter to consumers.

2

Sensory Drivers of Liking

A prioritized hierarchy showing the attributes with greatest impact on consumer appeal.

3

Product Optimization

Identify strengths, weaknesses and the gap to the "ideal". See how your current product sits versus the optimal profile.

4

Predictive Modelling

Forecast the effect of any proposed change - enabling scenario planning, risk reduction, and better ROI.

5

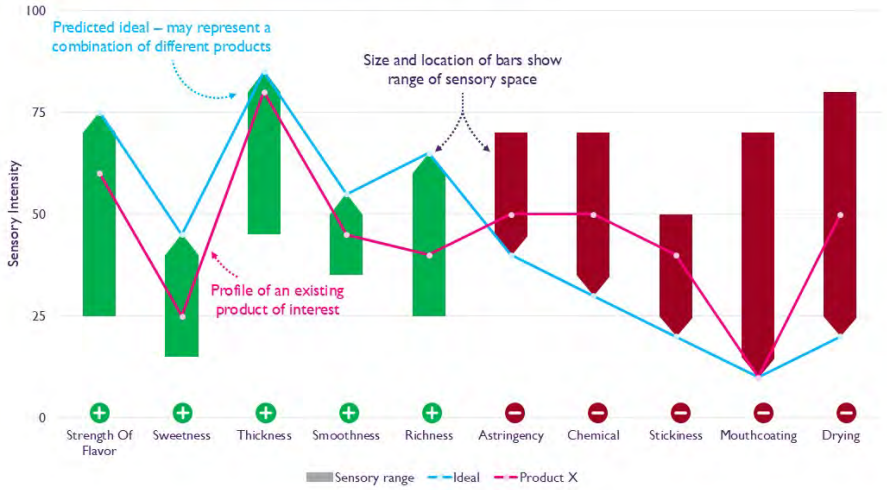
Consumer Deep-Dive (Optional Add-On)

Combine with Sensory Bot™ to surface consumer-language explanations for the sensory differences that matter most, and identify opportunities that sit beyond the current sensory space.

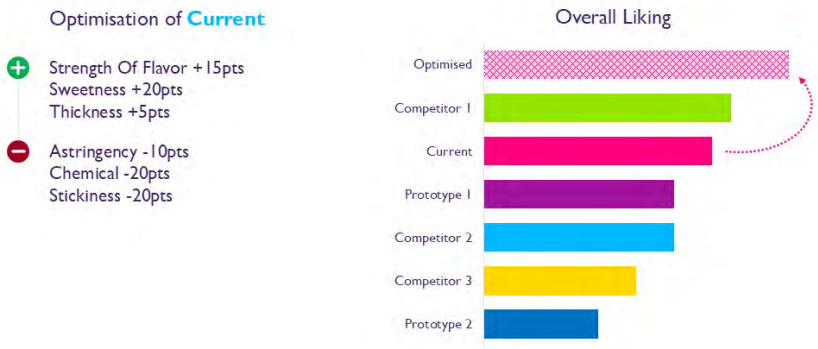
Sensory Drivers



Sensory Space and Product Profiles



Optimization Guidance and Prediction



How It Works

Sensory + Consumer Data

▼

AI Modelling

▼

Drivers, Optimization & Prediction

The AI engine works by:

- Training thousands of models to learn how sensory attributes influence full liking distributions.
- Identifying the strongest, most stable drivers across models.
- Validating using leave-one-out methods and synthetic products to ensure accuracy without overfitting.

The result?

A reliable, category-specific model that captures individual differences while delivering a single, actionable optimization path.



Why Clients Choose MMR

- **35+ years** of product and sensory testing expertise.
- **A specialist Data Science function** focused on applying cutting-edge modelling to consumer and sensory datasets.
- Approaches pressure-tested against industry-standard methods to **ensure superior performance.**
- Ability to **collaborate with clients' in-house sensory teams**, or provide sensory consultancy where required.
- Integration with **innovative methods** i.e. Sensory Bot™, and wider qualitative diagnostics for richer storytelling.

To understand more about **Sensory AI Drivers+** or to discuss your product optimization challenges, book a discovery call with one of our product experts.

BOOK A DEMO CALL



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