

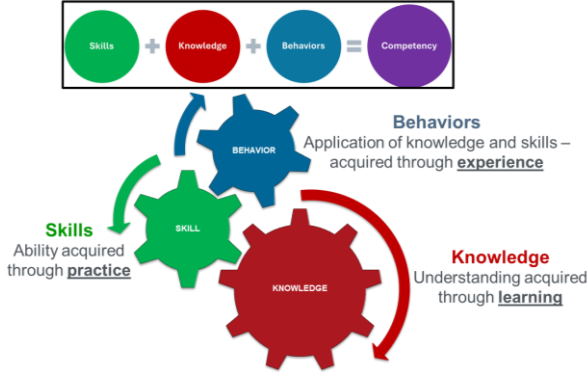
P-07 Development of Holistic User/Product Experiences is driving changes in Sensory Roles and Skillsets

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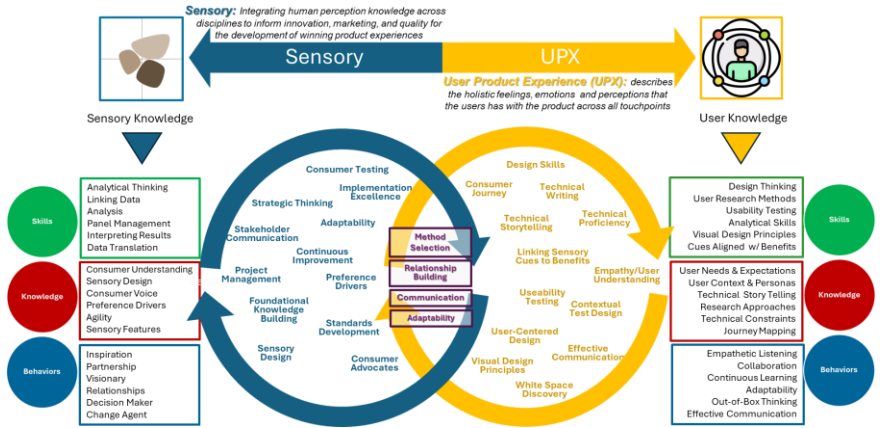
Introduction:

Sensory departments across many industries have made changes to their sensory departments by renaming them to sensory product experience. This name change reflects a strategic shift in companies' approach to sensory, aligning with the growing emphasis on a holistic, user-centered approach. Different competencies are needed by the sensory scientists to successfully navigate to a more human-centric mindset. By examining the work done in past studies including three specifically designed to maximize the user product experience at different touchpoints, we have pulled together what these new competencies might be.

Competencies Developed Over-Time Acquired by Experiences



Competencies Needed to Full-fill Position Requirements



Examples of Competencies Developed Across Different Categories

