The BYU Sensory Lab is always welcoming new clients to take advantage of our facilities and experience.

For more information, contact:
Michelle Lloyd, Ph.D.
michelle_lloyd@byu.edu
(801) 422-6328
BYU Sensory Laboratory
S103 Eyring Science Center
Provo, UT 84602
http://sensory.byu.edu
Testing
• The Sensory Lab is capable of conducting a variety of tests on a wide range of food and other consumer products:
  ▪ Consumer Acceptance (Central Location or Home Use)
    o Rating (Hedonic)
    o Attribute Ideality (JAR)
    o Ranking
  ▪ Difference Testing
    o Triangle
    o Duo-Trio
    o Paired Comparison
  ▪ Focus Groups

Facilities
• Seven panelist booths
• Walk-in refrigerator and freezer
• Standard food preparation equipment and utensils, including:
  ▪ Gas range, convection and conventional ovens
  ▪ Electric range/ovens
  ▪ Grill
  ▪ Deep-fat fryer
  ▪ Kitchen-Aid® and Hobart® mixers
  ▪ Steam tables and pans
  ▪ Heat lamps

Experience
• Established in 1986 by Dr. Lynn Ogden, BYU Emeritus Professor
• Lab is run by Dr. Michelle Lloyd and trained employees
• We conduct approximately 100 panels each year

Purpose
• We are dedicated to providing clients with the flexibility, demographics, and accurate results they desire
• Once requested, a panel can usually be conducted within two weeks

Results
• Online recruiting provides pre-screened panelists that fit demographic requirements
• Compusense® collects and analyzes data so the initial results are available immediately after the panel, with professional reports to follow
• Additional analysis is available upon request