



FIZZ advantages

The present document is only a summary of important or unique features in FIZZ. Feel free to contact us for any additional question or clarification need, or questions about specific applications.

The range of FIZZ solutions is unique because in addition to fully computerized solutions it includes also a paper-based solution with fully automatic data collection. As it requires no hardware at all on the respondent side, this is a very valuable option because it allows collecting data automatically with no limitation on the test location or the number of respondents.

All FIZZ solutions include the most complete set of features for sensory and consumer tests, including test design, data collection, integrated analysis tools, and full database management.

The flexibility of FIZZ and its power are unique

The flexibility and power of FIZZ allows handling every kind of sensory test or consumer test, with any combination of questions.

Test/Questionnaire construction

Free design of the questionnaires

Flexible layout of your test screens, allows combining different questions and question types on the same screen..

Includes of course forced answers to guarantee to get the answer, timers to force waiting times and/or automate continuation after a given time.

Wide limits: for profile tests for example, 250 samples, 250 attributes, and up to 5000 answers (samples times attributes overall) per respondent. No limit for the number of respondents.

Reusable elements

All elements (screens, attribute lists, specific designs,...) can be reused in any subsequent test.

Complete tests can also be copied to get a new test after changing only the variable information (usually the samples, their presentation design and the sample codes). This allows working from a library of standard test models.

Collect any type of data using any kind / combination of questions.

All tests supported: Difference tests (pair, duo-trio, triangle, two-out-of five,..), hedonic, just about right, descriptive profiling, ranking tests, multiple choice questions, hierarchical multiple-choice questions, comments, presentation of multimedia (pictures, sounds, video) in relation with samples for concept testing for example, Sorting Tasks, Napping (Perceptual Mapping), combined napping and sorting, Progressive profiling, Time-Intensity tests (single or multiple scales), TDS (Temporal Dominant Sensations). In fact we often integrate new kinds of tests to allow our clients using FIZZ for their data collection and their exploration of new techniques.

Actually that's how TDS was

Developed!

Other types of data: we have developed interfaces for some clients for special Time-Intensity input devices.

The definition for scales allows all types of scales and labeling: open linear scales, structured linear scales, category scales (like 7 or 9 point scales for example), button scales (for in-out tests for example), just-about-right scales (linear or check-boxes), labeled magnitude scales. Scales can be associated freely defined ticks and/or anchor words, scales or buttons can be colored, and direct keyboard input can also be used instead of scales for magnitude estimation. And of course you can combine and intersperse scoring questions with other types of questions (CATA, comments,...)

Categorize open-ended questions: Of course you can collect the answers to open-ended questions. But to make the answers really useful they cannot only be listed, but also categorized interactively on screen. These new "answers are then stored together with the other answers of the taster or consumer, and can be used for further analyses. This is possible both for open-ended answers typed by the respondent on the test computer, or for answers written on the paper form by the consumer with FIZZ Forms.

Unicode support

Through the support of Unicode FIZZ allows using any language, including complex languages like for example Asian languages (Chinese, Hindi, Japanese, Korean, Thai..) but also right to left languages like Arabic or Hebrew. This allows designing the questionnaires in any language, and also allows the judges to answer open-ended questions in any language.

Presentation designs and sample codes

FIZZ **generates automatically** the sample presentation designs (Williams Latin Squares for example) to obtain different designs every time, but allows also using your own specific designs if needed. These can also be built easily within FIZZ using the tools provided, or be copied from elsewhere and pasted in FIZZ.

In addition to regular tests, FIZZ offers the ability to split samples over several tasting occasions.

FIZZ includes flexible sample code generation and label printing options.

Pictures, videos, sound, also linked to the products

FIZZ allows using **multimedia** information in the tests.

This information (picture, video or sound file) can also be **linked to the product/sample** in the database. This allows displaying any sample or product information from the database, respecting the presentation order of the samples. This can be especially useful for consumer tests, concept testing, or package testing for example.

Versatile test execution

Run different tests in different booths side by side: just choose the booths to be used when you start a test, and later run other tests in the remaining booths.

Chain different tests in the same booths: the judges gets his different tests successively, or you can also allow him to choose the test himself. Tests can even be randomized.

The **supervision window** shows the progress of your panelists in the different booths and the status of each of the current tests: number of judges expected, number of answers already collected...

Integrated programming possibilities

Sessions can contain programs to ask conditional questions: for example if the judge has answered right to the triangle test, then send a given question or screen. But this can go far beyond that simple example.

Programs can also be used (with our assistance of course) to incorporate special functionalities, .

Unmatched combination of data collection methods available

FIZZ is available in a fully computerized version for the sensory laboratory, which can be competed by portable licenses to do also tests remotely on laptops for example for point-of -sale interviews. The web-based data collection allows respondents to answer from their web-browser from any place, and the paper-based version allows reading answers from paper questionnaire using a scanner. This allows the widest range of applications, and covers the whole range of data collection situations.

FIZZ Network

Tasters answer on networked computers in the booths. This is the ideal version for classical sensory testing and also other Central Location Tests. The license is based on the number of taster stations, which can also be portable stations.

FIZZ Network is more flexible compared to the competition, in that it allows running different tests side by side in your booths, and also chaining tests in order to have the judges performing them one after the other.

FIZZ Forms

It is important to note that a full-featured **paper-based version**, FIZZ Forms, is also available. This solution allows using paper forms and automatically scanning them. As it requires no hardware at all on the respondent side, this is a very valuable option because it allows collecting data automatically with no limitation on the test location or the number of respondents.

FIZZ Forms is used daily by hundreds of consumers worldwide, for sensory and consumer tests, especially in situations where paper questionnaires cannot easily be replaced: Hall Tests with many simultaneous respondents, Home Use Tests... Aside the paper forms scanning, FIZZ Forms features the same handling as the other FIZZ versions, and full compatibility for results and other elements.

FIZZ Portable

Our portable solution, called FIZZ Portable and allows distributing the same sessions as FIZZ network over e-mail for example to run them remotely (Point-Of-Sale Tests, Home Use Tests, Mall tests, Remote sensory panels...).

FIZZ Web

The web solution called FIZZ Web allows publishing the same sessions as FIZZ Network on a web server. The judges connect using a web browser to answer the test, on PCs, tablets, smartphones.

Full compatibility across versions

Most of the features are identical, and the results are compatible across the different FIZZ versions. Test definitions are identical between versions with on-screen questionnaires (FIZZ Network, FIZZ Portable, and FIZZ Web). There are a few obvious differences between paper questionnaires in FIZZ Forms and on-screen questionnaires, for example time-related tests like Time-Intensity or DTS are not possible on paper.

All our FIZZ solutions are followed and maintained over time.

All our versions evolve rapidly not only to incorporate the advances or sensory and consumer science, but also to support the evolution of operating systems and hardware. They are compatible with all current versions of Windows. FIZZ is also used on Windows Remote Desktop Services, Citrix, VMware, with virtual servers and PCs..

Unique integrated database

Integrated database: project, sample, judge/consumers, and result management

Typically a test has its own result file that you analyze. In addition to that the database stores all information together, allowing an overall look at your sensory activity.

The database contains test, product/sample and judge information, judge participations, and all answers collected from the tests. This includes for example project, client, requester, location,.. for the tests, production date, formula, storage type, purchase location,... for samples, product type, category, family, brand,... answers to scoring questions (profiles for example), comments, discrimination tests, CATA, and all other answers collected. You can then browse and do data mining on all this information: you will be able for example to browse your tests, looking at the judges and samples that participated, or conversely browse the judges and see how many tests they have done, and also apply filters (by test type or project for example) to these lists. You can create and reuse queries to obtain and report information like for example judge attendance (can be used to pay or reward them), product/sample evaluations, product evolution over time, judge performance.

The database includes a complete judge / consumer management system that stores all information about the judges or consumers, including demographic information (gender, professional category, birth date, number of children....), contact information (phones, e-mail, address,...) and also consumption information (products consumed or not, allergies, shopping location,....), and availabilities.

The consumer recruitment process can be greatly streamlined by using FIZZ sessions or paper forms to collect the data and transfer them into the database.

All this information can be used as selection criteria to select the suitable panels for any of your projects. These judges can then be invited and their participation can of course be tracked.

The information in the database can be used not only from FIZZ but also exported, or queried (mined) directly from elsewhere, for example statistical packages.

We recommend a client-server database system, especially MS SQL Server (or MS SQL Server Express). Oracle is also supported.

Integrated analysis tools: varied and powerful

FIZZ includes the largest set of typical analysis tools and presentation-ready graphs. This allows immediate analysis and representation of the results right after the test (immediate discussion with the tasters for example), without any further data handling.

Integrated graphs

You obtain presentation-ready graphs. All fonts, titles, title positions, background (plain, gradient, or even picture), line color and thickness,... can be customized, and also saved as standard settings.

This applies to all graphs: curves of scores, bar charts, distribution graphs, box-whisker plots (where clicking on the outliers shows their name), PCA, cluster dendrograms....

Integrated analyses

FIZZ offer a very wide set on analysis tools, suitable for most of the standard needs for sensory analysts, for example:

- Difference tests: alpha and beta risks for difference and similarity testing. Extended tests.
- Ranking tests: Friedman and Page tests. Even Friedman test on Balanced Incomplete Block Designs.
- Multiple choice questions: counts, frequencies, Chi-Square tests. Bar charts and pie charts. You can also categorize open-ended questions before analyzing them like multiple-choice questions.
- Profiles:
 - score tables, descriptive statistics tables, bar charts and curves of scores

- spiders, profiles
- distribution analysis: Chi-squared, KS tests, bar charts. Also custom grouping like for top-boxes or top-scores for example.
- Student T-test
- ANOVA with up to 3 factors and repetitions. Many multiple mean comparison tests: L.S.D., Bonferroni, Scheffé, Tukey, Duncan, Newman-Keuls, Dunnett. Customizable summary table showing the product effect and the group letters for all attributes at once
- Non-parametric tests: Friedman, Wilcoxon, Mann-Whitney, Kuskal-Wallis, McNemar, Cochran
- Multivariate analyses: PCA, Horizontal PCA with different kinds of weightings (MFA, STATIS,...) FCA, Discriminant analysis, Ascending Cluster Analysis
- Preference Mapping: Internal and External
- TDS and TI

Usability of the graphs and results

Several graphs can be printed per page. You can copy and paste them elsewhere (bitmap or preferably vector format). Copy/paste also statistical results.

Both graphs and results can also be saved into the same document to be used later in Word for example.

Automated and customizable data exportation

The user can customize the content and format of the exportation, and even define which application should be started. Once this is done a few clicks export the data and open them automatically in the destination software (Excel, PanelCheck, SensoMineR for example).

The database (see corresponding paragraph) also allows extracting any set of data to transfer results to other software packages. You may even do the queries directly from other packages.

Attractive license conditions and pricing

Our license conditions are very flexible: when you have a FIZZ license on your site, FIZZ can be used on any other computer on that site, except for the data collection. This allows having several users preparing tests and analyzing results at the same time, with no additional seat or analyst licenses necessary.

The pricing for FIZZ Network depends on the number of tasting booths to be used.

The pricing of FIZZ Portable depends either on the number of data collection stations to be used or the yearly number of respondents.

The pricing for FIZZ Web also depends on the yearly number of respondents.

Our prices include the license, a 6 months full support period including upgrades, and two days for installation and training.

After the initial free support period, we propose our inexpensive service contract, which includes full support (hot-line, e-mail,...), and all software upgrades.

Academic pricing conditions apply to our licenses and support contract and are available for universities, schools, and other educational institutions.

Please contact us for pricing information or quotations.

Unique network of distributors – Regional support anywhere worldwide

There are over 1000 licenses of the different versions of FIZZ used at over 800 sites in 61 countries.

We have several distributors who are fully competent to handle sales and support close to the final user. This minimizes the time difference for support (Mexico for the Americas, Singapore for South-Eastern Asia and China, Sydney for Australia and New-Zealand, and Tokyo for Japan) but also optimizes the language communication: for example support in English from any site, in Spanish from Mexico for Latin America, in Chinese from Singapore, in Japanese from Japan, and obviously in French from France.

The competence, availability and efficiency of our support team are highly praised among our clients.