



# Product Hub.

Powered by MMR



## From Projects to programs:

Fixing the hidden flaws in  
modern product testing.

# Let us take you time travelling.



## Past.

Challenges in traditional product testing



## Present.

Driving transformation with Product Hub



## Future.

Shaping the next generation of product testing



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# Looking back at the past

Challenges in traditional  
product testing.



# Fragmented research.



## Repeated Work.

Each project had to be set up from scratch, with no real template to start from.



## Long Processes.

Repeated work meant longer timelines and higher level of approval at a project level.



## Inconsistency.

Insufficient standardization across projects resulted in inconsistencies across research design, methods, logistics, and databases.



## Complex Handover.

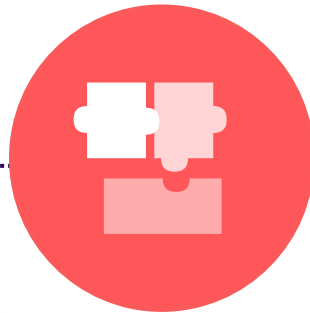
Low standardization made the team-level handover of individual responsibilities complex.

# Need for quick decision making.

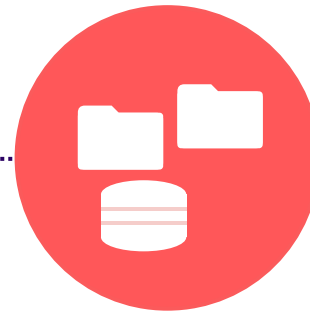
- **Innovation** and **speed to market** matter more than ever, while consumer preferences continue to evolve rapidly.
- Research must move **quickly**, delivering insights as soon as possible to enable timely decisions.



# Lack of processes and tools for historic data analysis.



**Fragmented  
Research =  
Fragmented  
Data.**



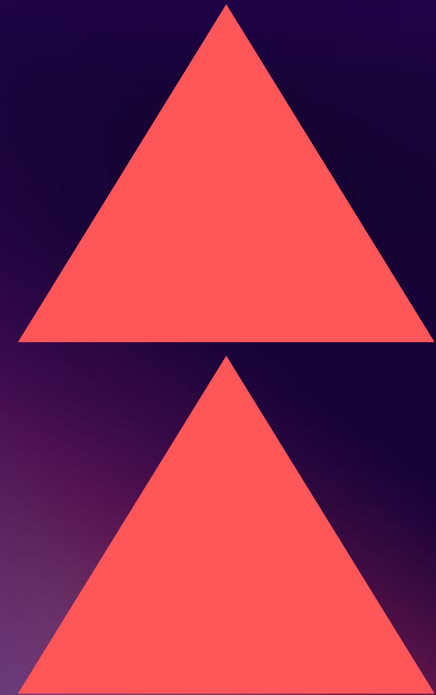
**Data stored in  
different places and  
formats.**



**Investigating past  
data and compare  
across projects  
was complex.**

# Diving into the present

Driving transformation  
with Product Hub.



# What is Product Hub?

**The global platform for end-to-end consumer product testing.**

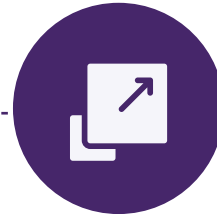
35+ years MMR's product expertise + modern, scalable technology = faster insight & faster decisions.

**Built for**



**Speed.**

Faster insight, faster decisions



**Scale.**

Global reach, local execution



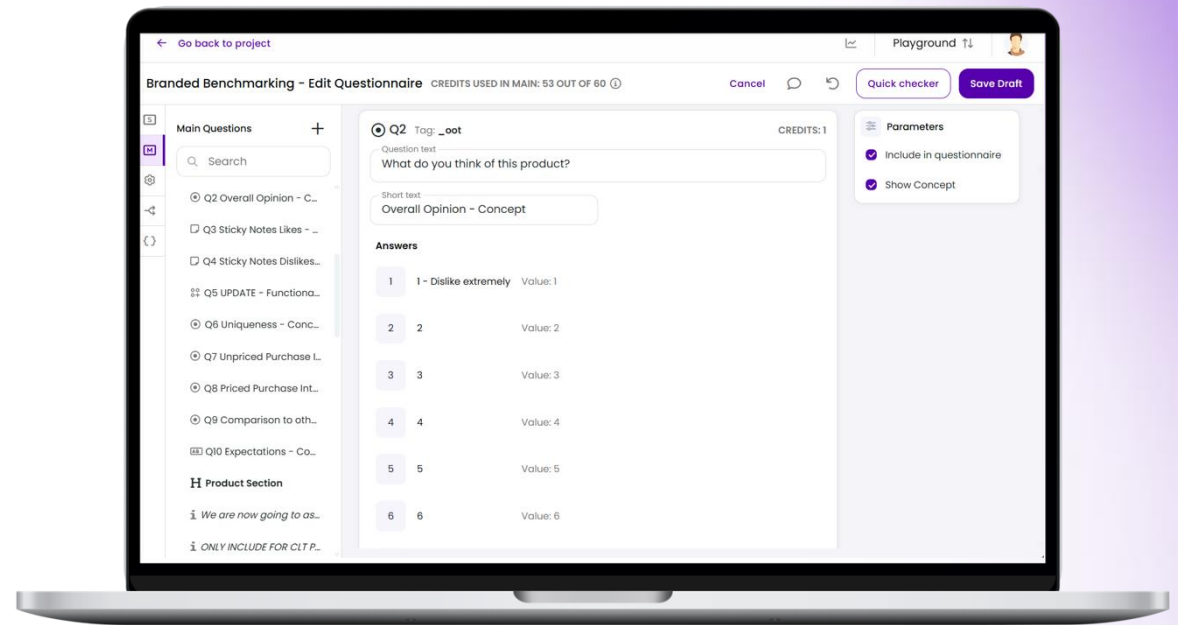
**Expertise.**

Proven methods, built in

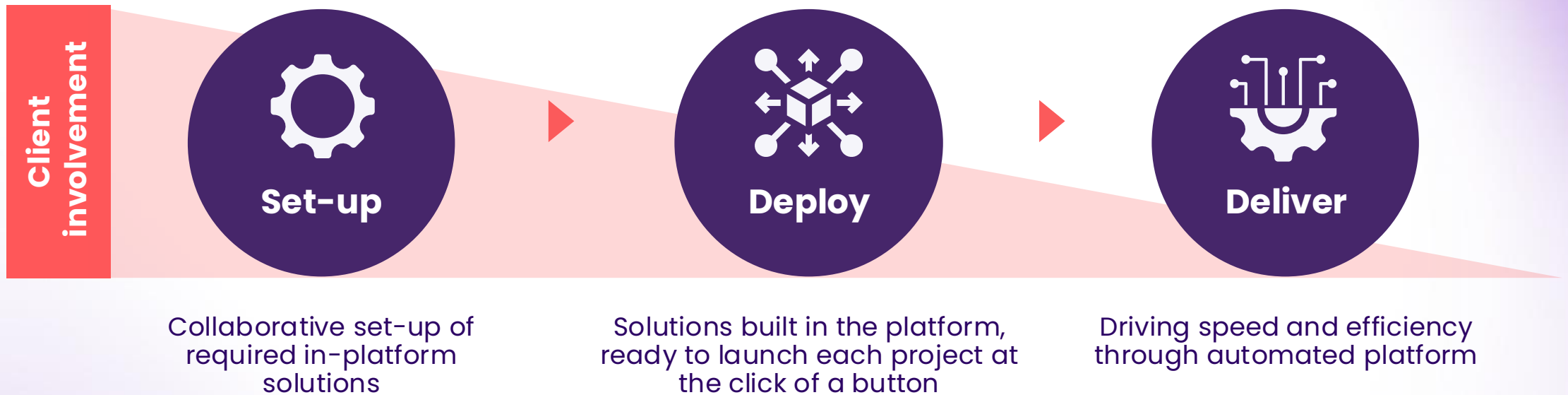
# Streamlining the set-up process.

## Templated solutions enable:

- Faster questionnaire design
- Fewer inputs needed at a project level
- Reduced back and forth
- Less rounds of approval



# Saving our client's time.



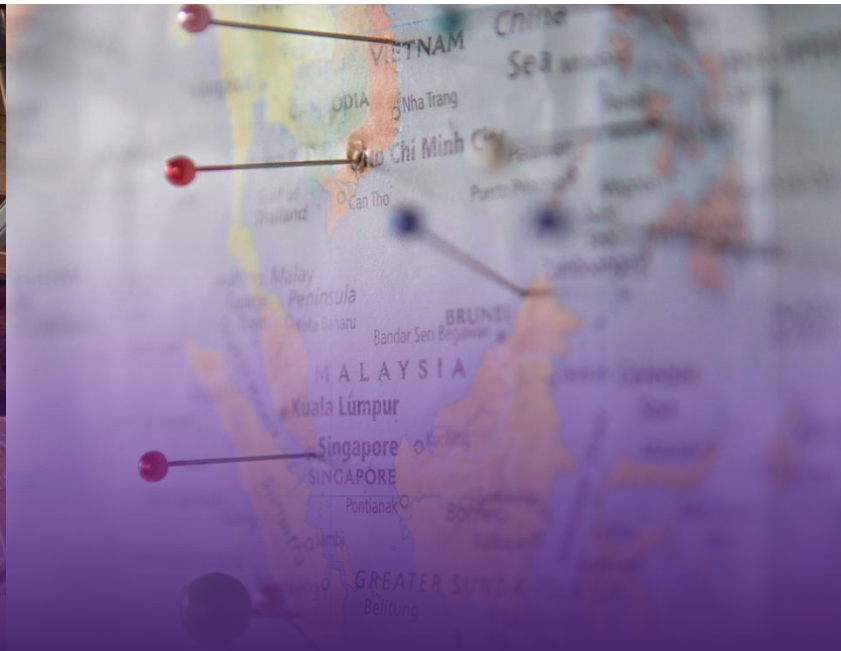
What does this mean?

**Less time. More impact.**

# Maintaining quality and excellence at every stage.



**PRE-DEFINED LOGISTICS  
& PROTOCOLS**

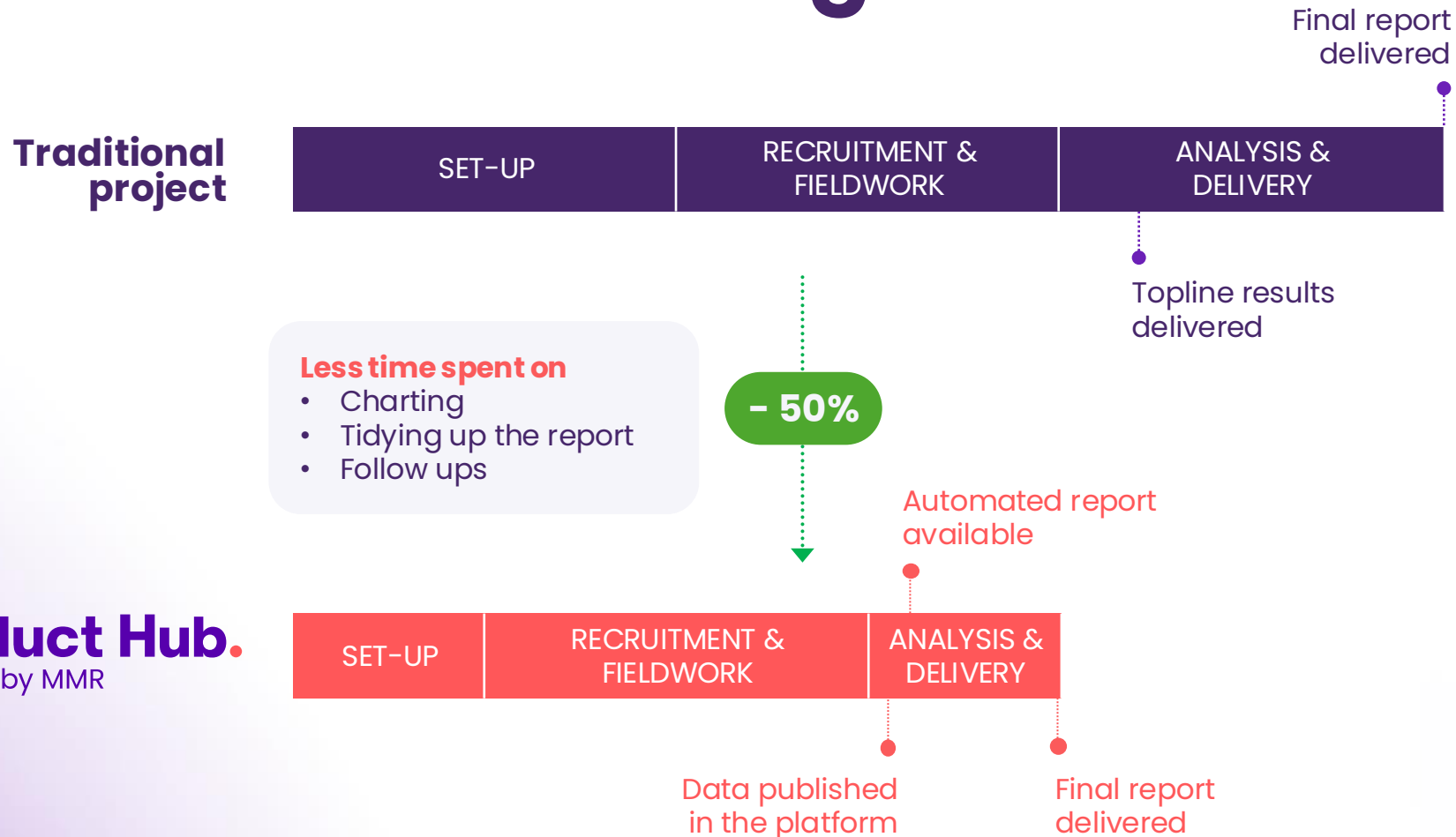


**PRE-SELECTED NETWORK  
OF GLOBAL PARTNERS**



**MANAGEMENT  
TRANSPARENCY**

# Supporting our clients with quick decision making.



**Tables & Crosstabs**

Product testing redefined | Pro

theproducthub.com

Back to Jade & Joy Protein Bar UK CPT

by MMR

Tables Charts Crosstab Sticky Notes Penalty Analysis Verbatim Explorer

MARKET United Kingdom

% 123 Sig Testing Sample

Search questions

☐ Screener questions

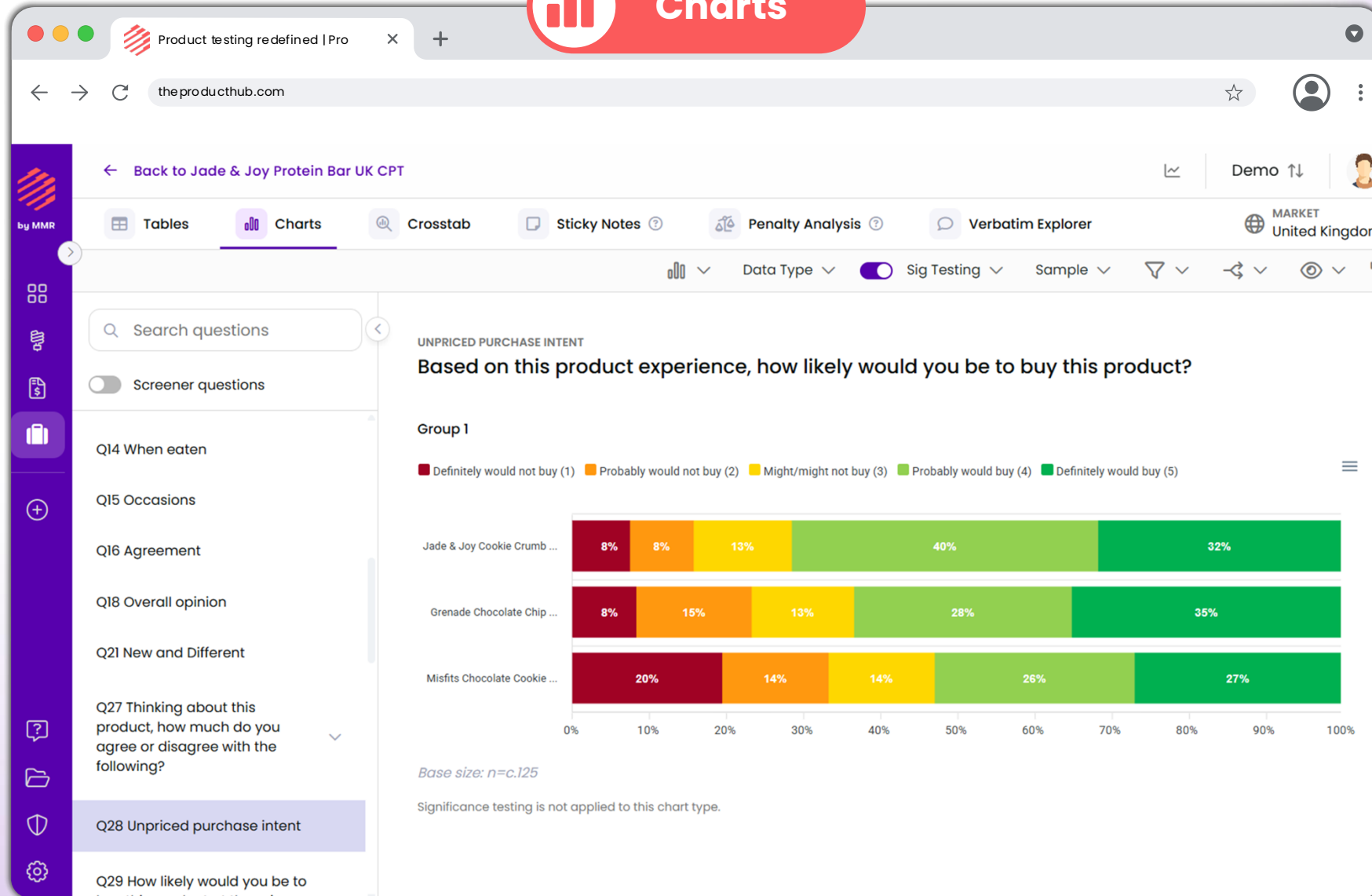
- Q12 Comparison to others - Concept
- Q14 When eaten
- Q15 Occasions
- Q16 Agreement
- Q18 Overall opinion**
- Q21 New and Different
- Q27 Thinking about this product, how much do you agree or disagree with the following?
- Q28 Unpriced purchase intent

OVERALL OPINION

What is your overall opinion of this product?

	TOTAL	Group 1		
		JADE & JOY COOKIE CRUMB (A)	GRENADE CHOCOLATE CHIP COOKIE DOUGH (B)	MISFITS CHOCOLATE COOKIE DOUGH (C)
Base size	376	133	120	123
T3B	63%	71% C	63%	54%
B3B	7%	3%	4%	15% AB
1 - Dislike extremely (1)	2%	2%	0%	4%
2 (2)	2%	0%	0%	5% A
3 (3)	4%	2%	4%	7%
4 (4)	4%	3%	3%	6%
5 (5)	4%	5%	4%	3%

**Charts**



# Sticky Notes

The screenshot displays the Product Hub interface. At the top, a red banner reads "Sticky Notes". The browser address bar shows "theproducthub.com". The main navigation bar includes "Back to Jade & Joy Protein Bar UK CPT", "Demo", and a user profile icon. Below this, a secondary navigation bar lists "Tables", "Charts", "Crosstab", "Sticky Notes" (highlighted), "Penalty Analysis", and "Verbatim Explorer". The right side of this bar shows "MARKET United Kingdom" and "Sample" options.

The central content area features a search bar "Search questions" and a list of questions:


- Q3 Tap on the part that you like the most and let us know what you think in the sticky note that appears.
- Q4 Tap on the part that you dislike the most and let us know what you think in the sticky note that appears.

The selected question (Q3) is expanded to show a product page for "Jade & Joy Cookie Crumb". The product description includes a list of benefits:

- 28.6% collagen
- 1.2g per 100g
- 180kcal
- Adds Vitamin & minerals
- Vegan
- Dairy free
- Gluten free

A "Comments" modal is open, showing a list of user feedback:

- Good protein amount
- That anyone can eat this product
- The ingredients
- I like this as it seems really good
- I liked the ingredients
- the health benefits are incredible
- I love more vegan products are coming out on the market.


Penalty Analysis

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theproducthub.com
☆
👤

← Back to Jade & Joy Protein Bar UK CPT
Demo ↑↓
👤

Product Hub
Charts
Crosstab
Sticky Notes
Penalty Analysis
Verbatim Explorer
MARKET United Kingdom

Sample ▾
🔍 ▾
↶ ▾
↷

Product

Jade & Joy Cookie Crumb ▾

Penalty type: **Unweighted** ⓘ

Show answer labels
 

	PENALTY TOO LITTLE	% TOO LITTLE	% EXACTLY RIGHT	% TOO MUCH	PENALTY TOO MUCH
Q35 <b>Chocolate</b> Much too weak - Much too strong	2.3	16%	74%	10%	1.0
Q36 <b>Cookie flavour</b> Much too weak - Much too strong	1.5	20%	72%	8%	2.2
Q37 <b>Caramel filling</b> Not nearly enough caramel - Far too much car amel	1.0	24%	68%	8%	1.8
Q38 <b>Sweetness</b> Not nearly sweet enough - Much to sweet	2.0	16%	72%	12%	0.2
Q39 <b>Texture</b> Much too soft - Much too hard	0.9	5%	78%	17%	1.7
Q40 <b>Chewiness</b> Not nearly chewy enough - Much too chewy	0.1	7%	76%	17%	2.1
Q41 <b>Aftertaste</b>	1.1	5%	62%	32%	1.5

# AI Verbatim Explorer

The screenshot displays the AI Verbatim Explorer interface. On the left, a sidebar shows 'Top Themes' for question Q19, with a 'Recompile' button. The main area is divided into two panels. The left panel lists the top themes, and the right panel provides a detailed view of the analysis for question Q19.

Rank	Theme	Percentage	Mentions
1	Appealing taste and texture - Q19	75%	281
2	Great taste and authentic cookie dough flavor - Q13	59%	184
3	Indulgent taste and appealing flavours - Q3	25%	93
4	Healthier option (e.g., low sugar, high protein) - Q19	24%	89
5	Added health benefits such as collagen, vitamins, and nutrition - Q13	23%	73
6	Texture issues (dry, gritty, powdery, chewy, crumbly, claggy, sticky) - Q20	23%	88
7	High protein and collagen health benefits - Q3	21%	79

**Q19: What, if anything, do you like about this product?**

Products: Jade & Joy Cookie Crumb  
Sample: Total  
Suggestions:

This may take a moment. Please be patient.

Your data is ready. How can I help?

**Summarise the key reasons for liking the product**

The key reasons participants liked the Jade & Joy Cookie Crumb product are:

- Taste:** The flavour was consistently described as delicious, indulgent, chocolatey, and not too sweet. Many found it superior to other health or protein bars.
- Texture:** Respondents liked the combination of crunch, chewiness, and moistness, describing the texture as pleasant, satisfying, and 'like a treat.'
- Health Benefits:** Many appreciated the added protein, collagen, vitamins, and minerals, and the specific benefits for skin, hair, and nails. The vegan and plant-based nature was highlighted as an extra plus.
- Packaging:** The packaging was often praised as attractive, inviting, elegant, vibrant, and premium, standing out from competitors.
- Satiety and Convenience:** Participants liked that the bar was filling, could replace a meal or snack, was convenient and easy to eat, not messy, and suitable for on-the-go or after workouts.

Additional aspects occasionally noted include the appealing smell, the product's uniqueness, and the absence of a typical protein bar aftertaste for most people.

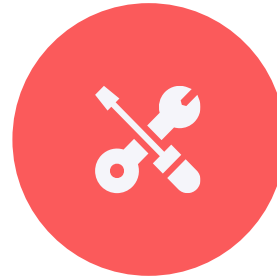
What could be improved about the Jade & Joy Cookie Crumb product, if anything?  
Compared to other snack bars or protein bars you have tried, how does the Jade & Joy Cookie Crumb bar stand out (or not)?

Type in your question

# Driving data consistency.



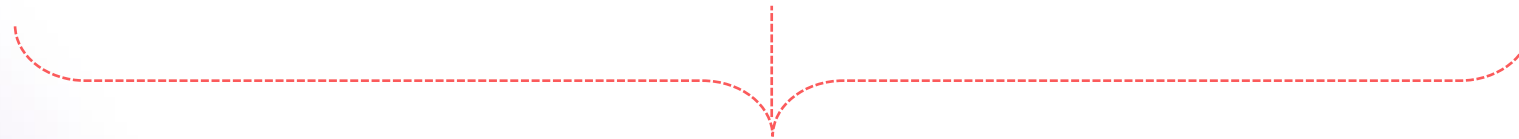
Built-in standardised solutions



Pre-defined data settings



Standardised KPIs setting

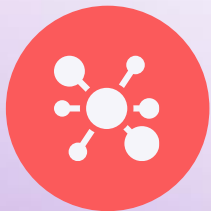


**Data  
Consistency**

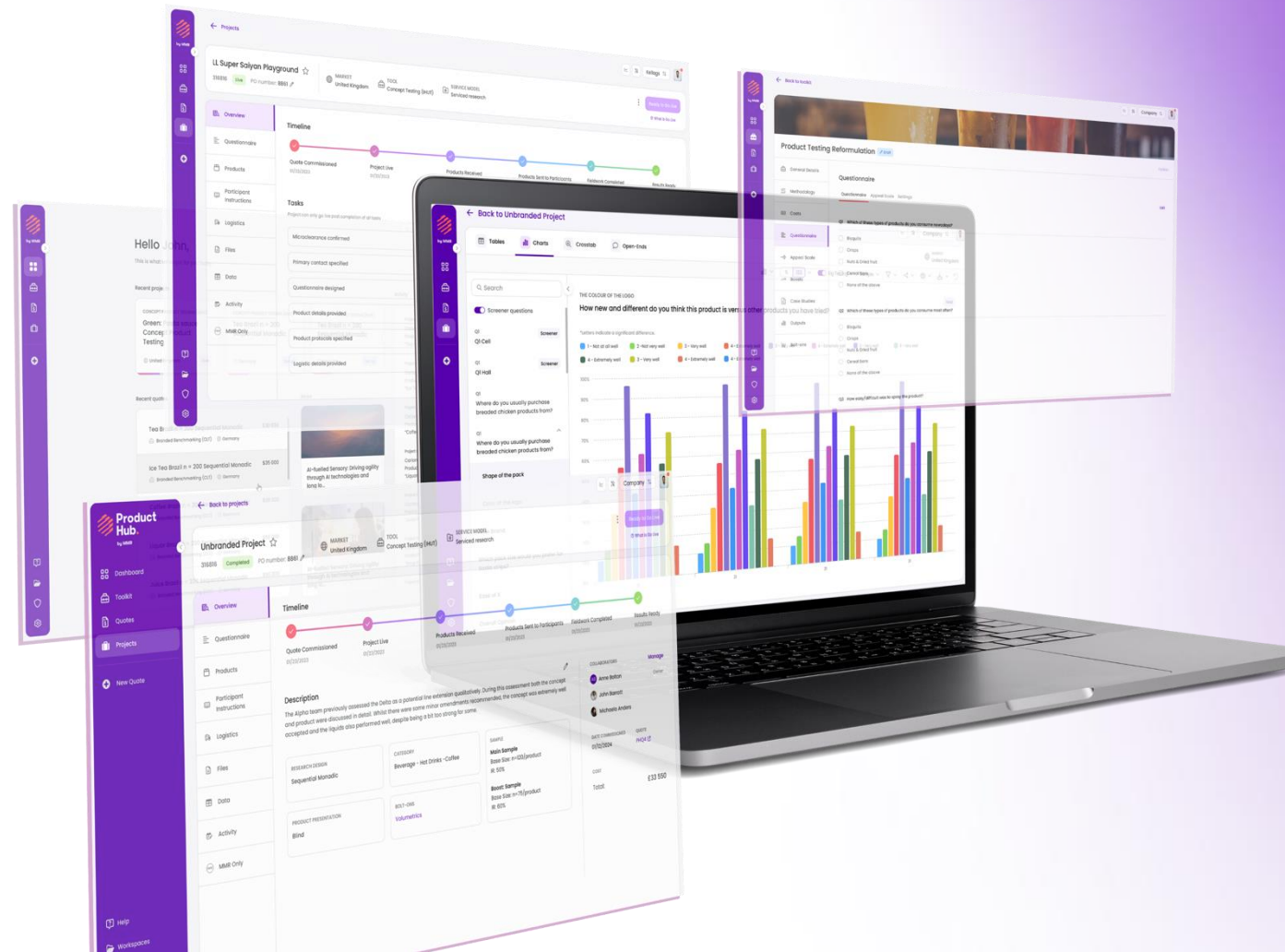
# Enabling historic data analysis.

**Product Hub is enabling clients to**

- View all data in one place
- Track KPIs over time
- Generate norms
- Run future meta-analysis across products, categories, markets

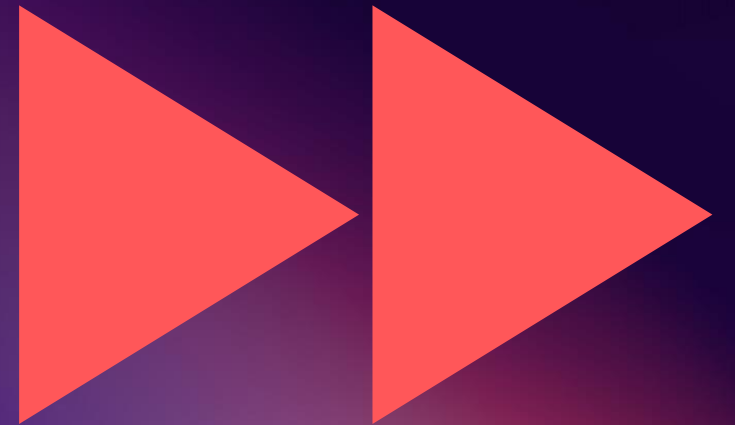


**ONE CONNECTED  
RESEARCH ECOSYSTEM**



# Stepping into the future

Shaping the next generation  
of product testing.



# Powering digital transformation.



## **Crawl.**

Standardize testing processes & KPIs.



## **Walk.**

Index data and insights in one place.



## **Run.**

Leverage meta-analysis for trend identification.



## **Fly.**

Generate product intelligence with AI.

# Define your KPIs.

✕

### Add KPI

KPI ▼

Overall Liking: Mean

Description

Measures instant consumer appeal - if you can find a product that more people really like, then the chances of success are higher!

Question(s)

Select an overall appeal question from the PRODUCT section (for concepts use the Overall Liking: Mean - Concept KPI)

Q2 Overall Opinion Tag: \_oo

Norms

Optional

Required

Cancel
Save

Back to Playground
MMR 11

Scorecard
Tables
Charts
Crosstab
Sticky Notes
Penalty Analysis
Verbatim Expl
MARKET United Kingdom

Norms
Sig Testing
Sample

#### Scorecard

Snapshot of product performance on KPIs

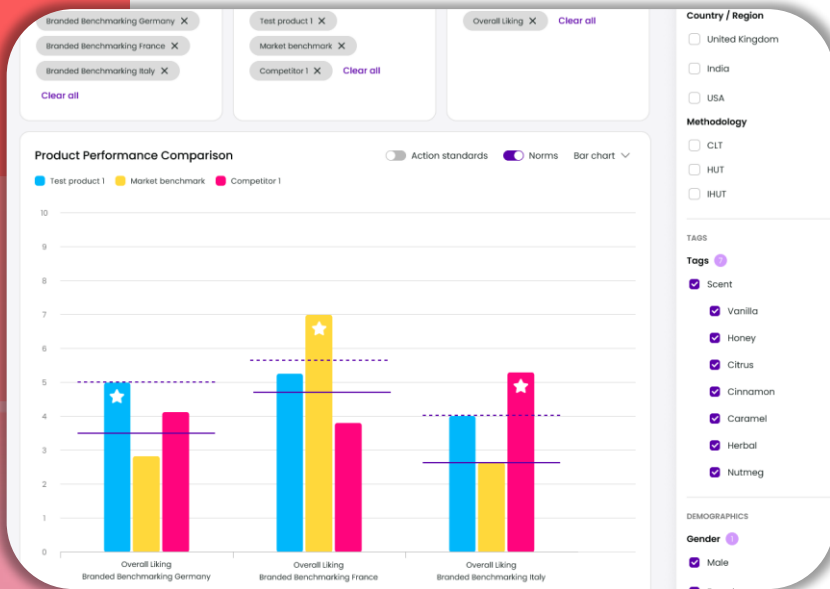
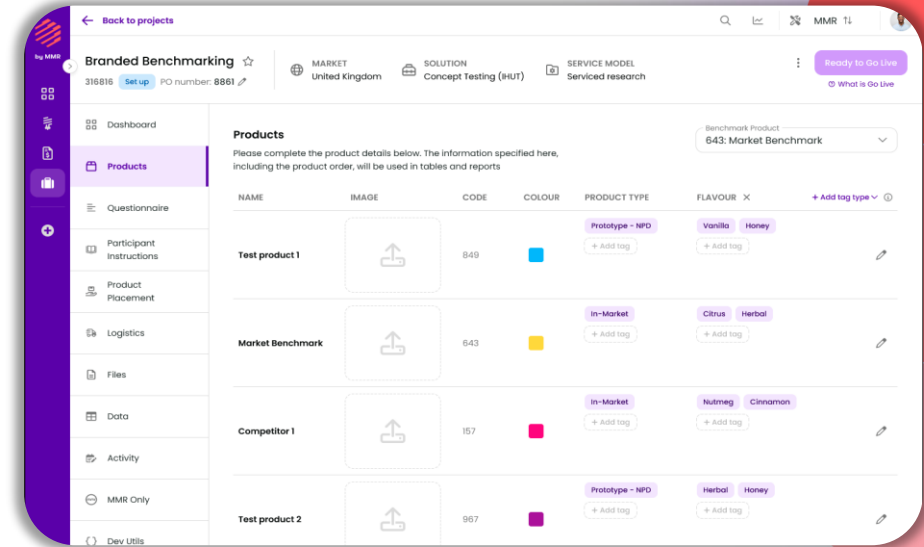
KPIs	NORMS		TEST PRODUCT 1	MARKET BENCHMARK	COMPETITOR 1	TEST PRODUCT 2	COMPETITOR 2
	Average-good	Excellent	(A)	★ (B)	(C)	(D)	(E)
Overall Liking: Mean	7.2	7.6	7.6 CDE	7.5 CDE	4.5	5.0	5.2
Impact	30%	42%	36% BDE	31%	41% BDE	33%	25%
Emotional Alignment	75	85	82 CDE	88 CDE	40	28	24
Functional Delivery	36%	50%	58% BDE	42%	30%	23%	15%

\*Letters indicate a significant difference - 90% two-tailed (unless stated otherwise)

★ Benchmark    ● Average-Good values    ● Excellent values

# Generate study scorecards.

# Tag products with relevant info.



# Analyze aggregated results.

# Building a product intelligence ecosystem.

## THE STRATEGIC SHIFT

Isolated studies



**Cumulative Knowledge Base**

Outputs and data



**Strategic Intelligence**

KPIs and norms



**Leading Market Trends**

## THE OUTCOME

**Rapid Innovation.**

**Superior Products.**

**ANTIFRAGILE PRODUCT PORTFOLIOS.**



**Product Hub.**  
Powered by MMR



# Find us at **Booth D!**



**Tasneem Dalal**  
**Product Hub**  
Client Services Director



**Simone Bozzetti**  
**Product Hub**  
Client Services Manager



[theproducthub.com](https://theproducthub.com)



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