



SENSORY BOT™

HOW MUCH IS (GOOD) ENOUGH?

NATALIA CHRUSNY

QUIRKS LONDON, MAY 2026





**The uncomfortable
middle** - Where research
decisions often live





225

UK Consumers



3

Brands



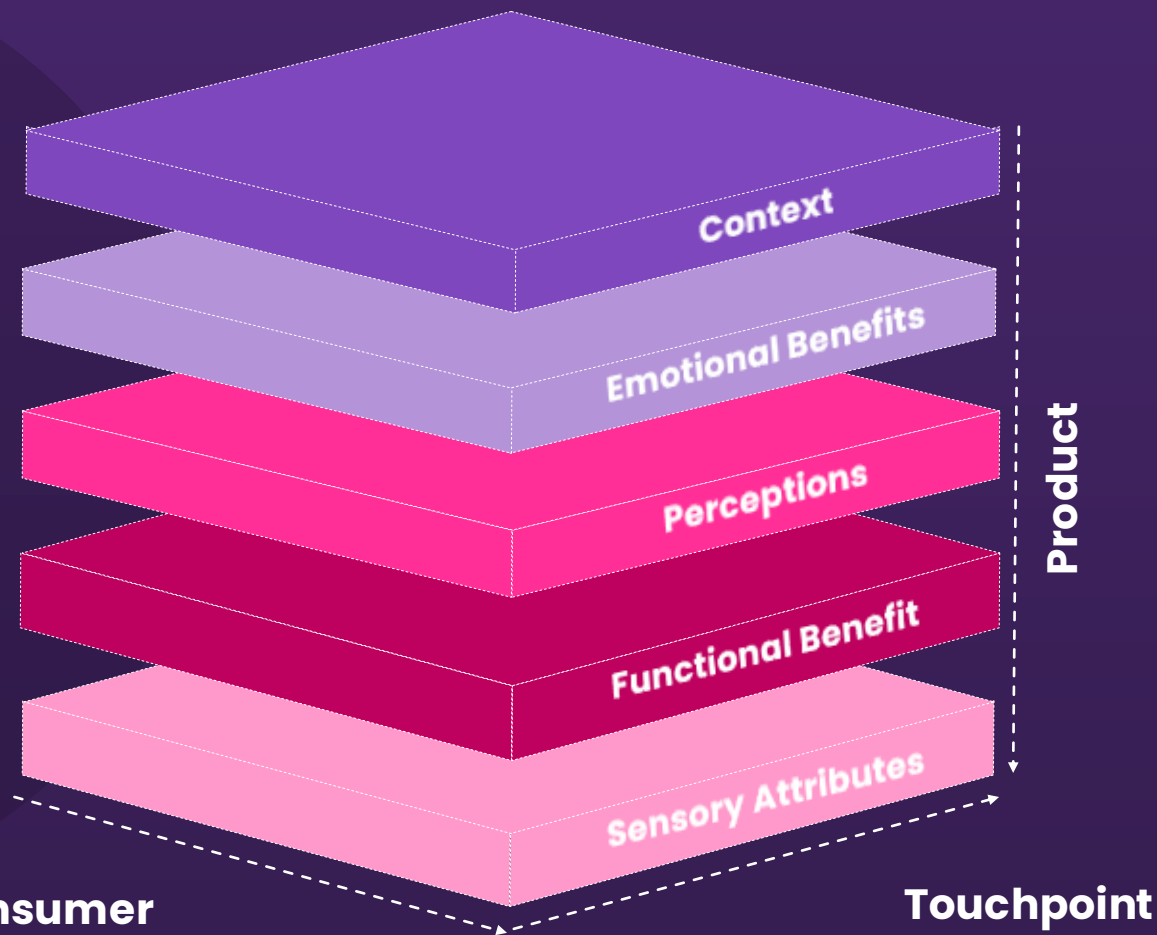
11

Touchpoints



344

Experience Attributes





From Beans to Back Then

It's actually a really hot day here today. Well, hot for London anyway. But it reminds me beans and toast always remind me of **awesome** days when I was small **coming in from school** and my **mom giving me a quick sort of snack** of, a **slice of toast** and a **few beans in a little dish**.

Which is obviously where I get the idea of having the **beans and the toast separate**.

So I think it does take me back a little bit to my **childhood** because we always had Heinz beans. **Even though I grew up in a different country**.



75

Interviews

30

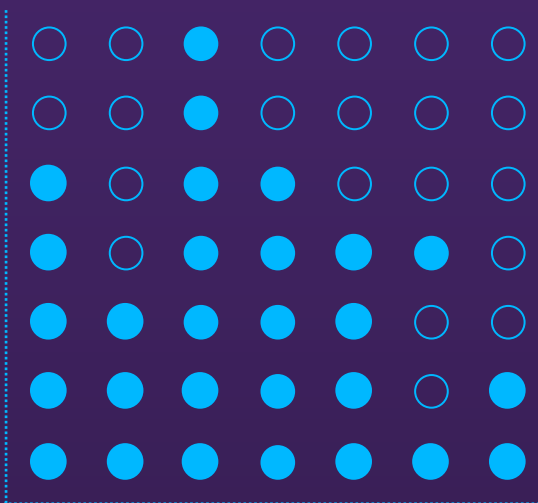
Interviews

12

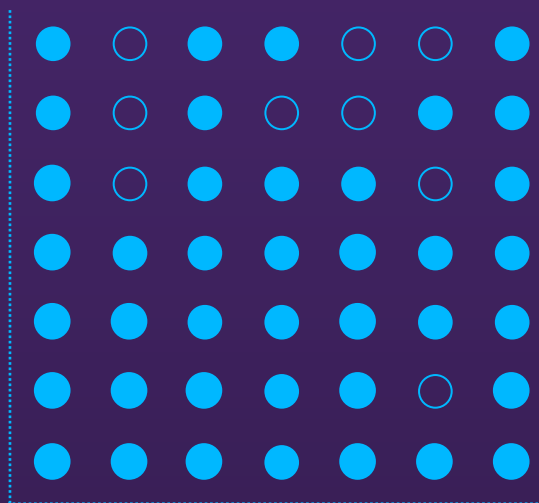
Interviews



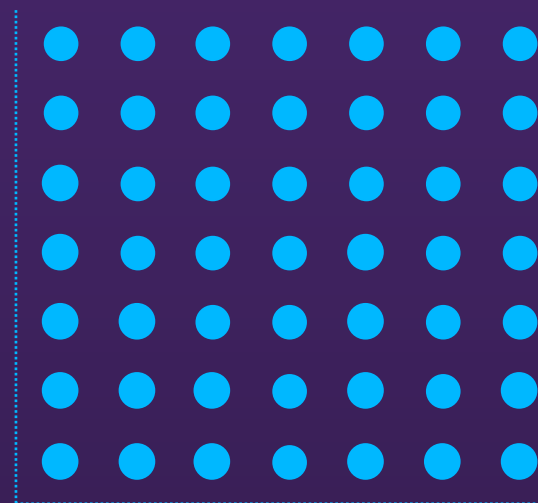
Structure emerges early, confidence comes with coverage



12 interviews
59% coverage
Structure



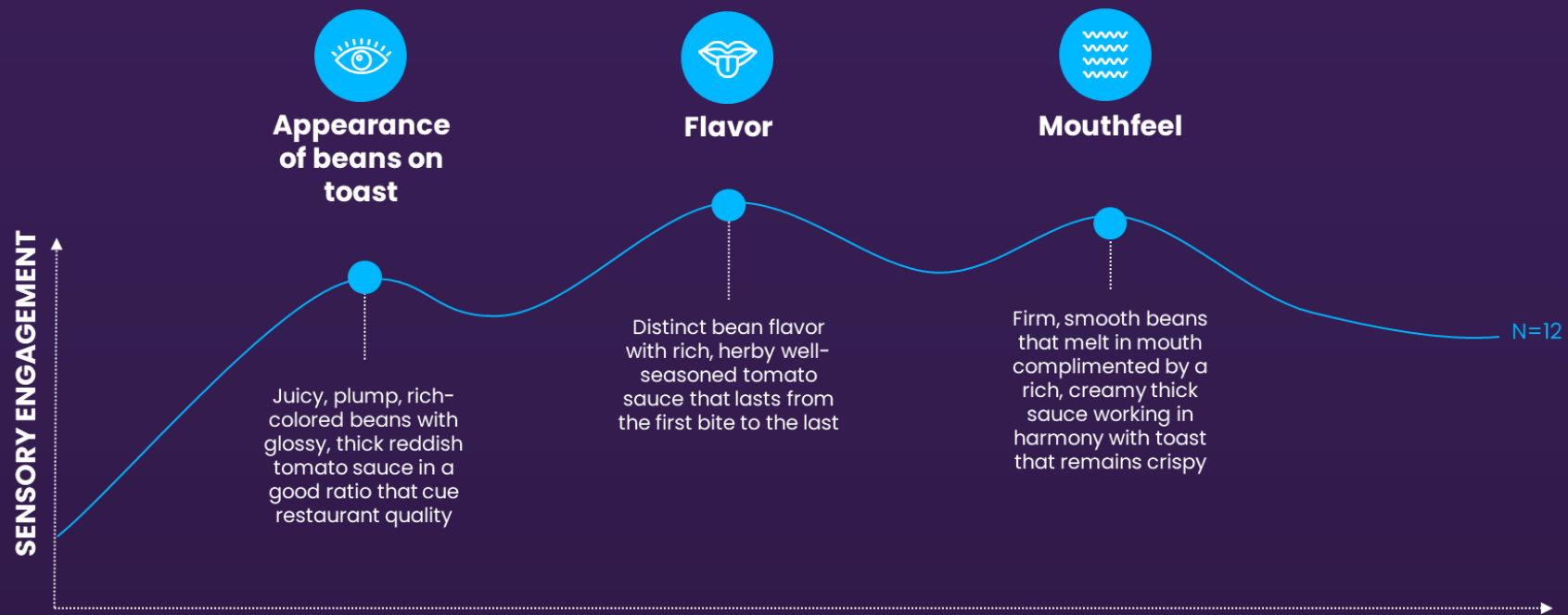
30 interviews
83% coverage
Discovery



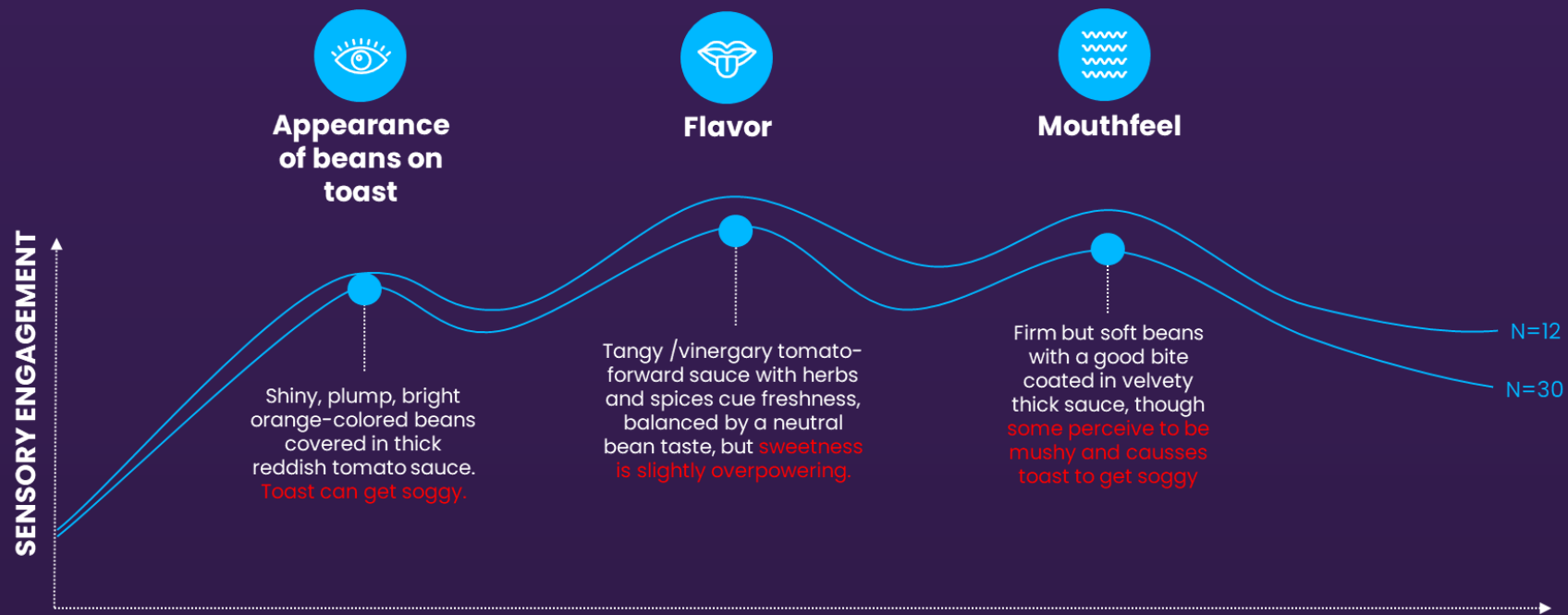
75 interviews
100% coverage
Decision



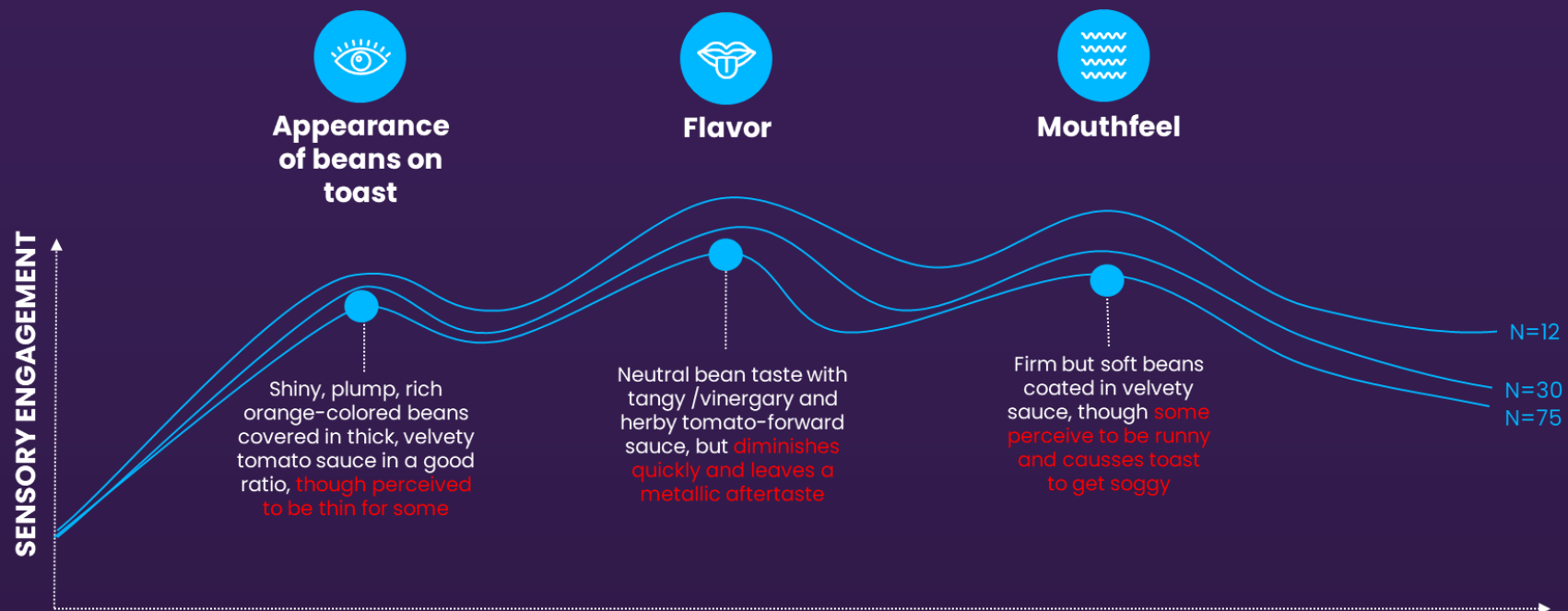
From structure to confident decisions



Heinz delivers a clearly **satisfying, familiar, sweet and savory** flavor experience that many consumers associate as the **iconic Heinz taste** or with a **restaurant-quality meal**. The **thick, creamy** tomato sauce combines harmoniously with the **soft but firm** beans and **crisp-lasting toast**, creating **richness** and **warmth**, which brings back **childhood memories** and a sense of **nostalgia**.



Comparison n=30 (vs. n=12) More negative reactions and tensions begin to emerge – such as a sauce that leans on the thin side – surfacing potential problem areas



Comparison n=75 (vs. n=30) Follows the story of n=30 but more nuanced diagnostics reveal a metallic aftertaste and flavor dissipating quickly (sharper downward slope on flavor) as a bigger issue.

What does this change for us researchers?

Experience structure
emerges earlier – when
the method is designed
for it

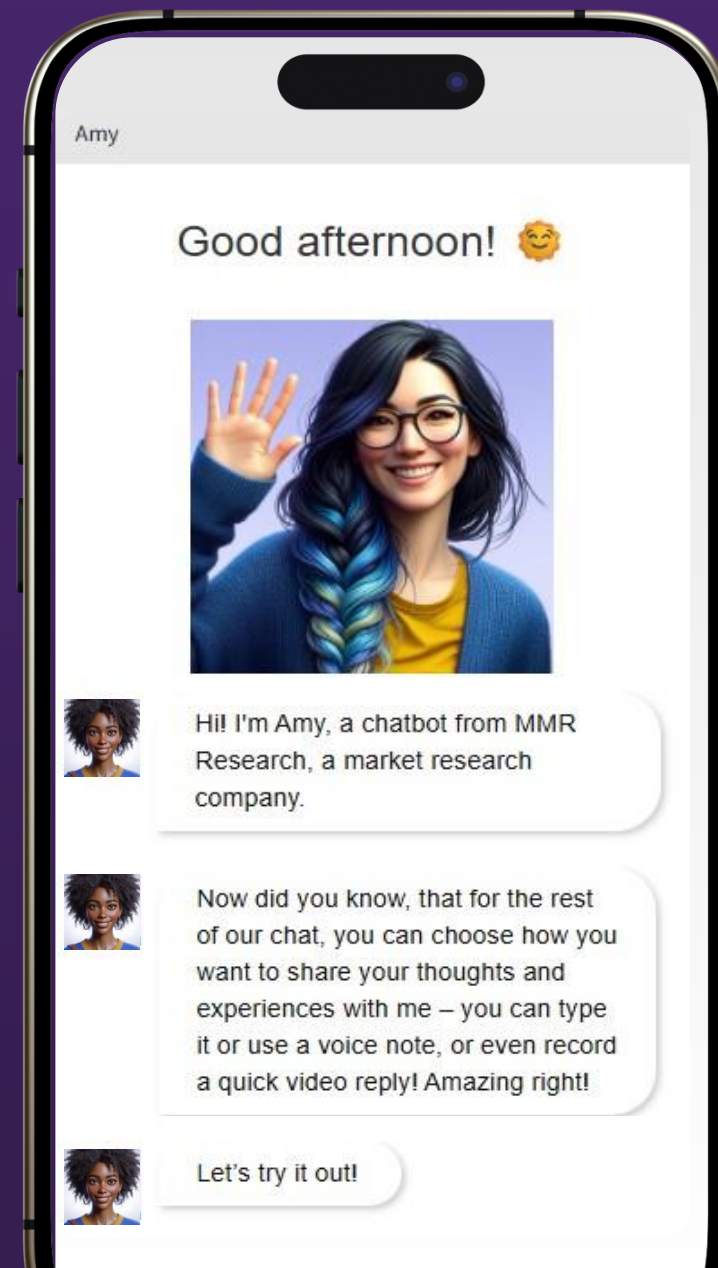


30 interviews become a
decision-safe middle
ground – balancing agility
with robustness



Sensory Bot™ is not a typical chatbot – it's a specialist, trained in the language of the senses

Trained on deep sensory expertise, it doesn't just skim the surface – it listens for the subtle, sensorial cues authentically voiced by each consumer, and what matters in their product experience.





A holistic understanding of every product touchpoint



Tell me about the appearance of the beans on toast. As you've already mentioned that it looked like a full English breakfast, feel free to elaborate on that or on other aspects related to look of the beans on the toast.

Live in the moment probing ←



I see that they coat the toast really nicely stood out for you - aside from what you've already mentioned, what else did you notice about the appearance of the beans on the toast?



Great, that's a useful detail! You told me so much about appearance of the beans on toast! How does everything you noticed about the beans on the toast influence what you expect them to taste like?

Contextual memory

They coat the toast really nicely. It's exactly what you would expect from a typical meal of beans on toast.

Sensory detail ←

They are rich in colour which makes them appealing, but it's not an artificial colour, just what you would expect from the traditional Heinz tomato sauce.

Uncover conceptual equities ←

You expect them to be delicious and have a great texture. I feel like I have high expectations and a good idea of what to expect from the baked beans.



Designing with guardrails – not guesswork

~12

...for Orientation
and Discover

~30

...for Decision
Shaping

~75

...for Decision
Confidence



Clarity isn't a function of scale – it's a function of design



How much is (good) enough?



Natalia Chrusny
Quirks London,
May 2026

