

THE FUTURE OF PRODUCT TESTING

AI POWERED TESTING TO AUTOMATED REPORTING



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WHAT WE'LL LOOK AT TODAY



01 **MMR PRODUCT HUB**
A case study

02 **AUTOMATION IN ACTION**
Demonstrating the technology

03 **LEVERAGING MORE**
Innovative ways of using automation further

04 **THE STRATEGIC BENEFITS**
What Automation can do for your business

Who we are.



Experts in global consumer
and sensory product
experience research for over
35 years.



Helping brands bring better products to
market, faster through automated product
testing solutions & data intelligence layers.



Global leaders in report
automation

The old way was solid. But the process wasn't scalable.

Traditional testing did the job. But every project was management & manual work heavy, and that created a ceiling.



Great, but manual

Project setup, charting and reporting worked, but the expertise wasn't in the system.



Slower than it needed to be

Building a deck added time that didn't need to be there. Good outputs, long path.



The ceiling was manual capacity

Growth / speed meant adding & training people. That's the constraint this solves.



Emphasis on managing

Deck creation and unstandardized processes meant researchers spent time on these, instead of focusing on insights.

The answer isn't AI. It's value stream mapping, automation, then AI.

Identify the steps that have to happen in order.
Automate! Skip any of them and AI produces noise, not insight.



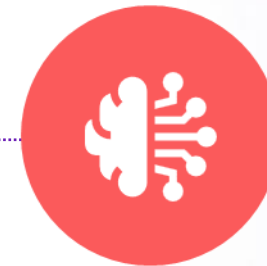
Structure & process the data

The relevant data tables, sig testing, clean outputs. Before any chart is built, the data is right.



Scope, map & chart

Solutions define templates. Questions map to chart types. Clients template can be added.



AI to interpret decks

AI interprets clean, consistently charted data, with context, no guesses or messy inputs.

Getting the data right.

Before a single chart is built, Product Hub processes and structures the data correctly.

Significance testing

Automated sig testing based on the test & client, including subgroups, with consistent rules.

Data tables & KPIs

Structured tables and cross-tabs generated from the processed dataset. Same format every time. Clear KPIs for each program.

Cleaned, mapped outputs

Each question type is linked to relevant chart types, which are dependent on the solution and client preferences.

ATTRIBUTE LIST - PRODUCT
Which of the following would you use to describe this product? Please select all that apply

	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
Chalky	16%	6%	13%	29% AB
Chewy	53%	59% C	70% C	32%
Complex	13%	21% B	6%	11%
Creamy	19%	19% C	33% C	7%
Crispy	24%	37% B	8%	26% B
Crumbly	20%	17%	11%	33% AB

CARAMEL FILLING
How would you describe this product: Caramel filling For me this product is...

	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
12B	4%	8% C	4%	1%
82B	36%	24%	35%	51% A
Not nearly enough caramel (-2)	14%	11%	7%	25% AB
Not quite enough caramel (-1)	22%	14%	28% A	26%
Exactly right (0)	59%	68% C	61%	48%
Slightly too much caramel (1)	4%	8% C	4%	1%
Far too much caramel (2)	0%	0%	0%	0%
Mean score	-0.5	-0.3 C	-0.4 C	-0.8

Solution & client settings decide everything downstream.

When a project is created in Product Hub, the solution type and client preferences are used to drive every subsequent decision automatically.

How it works:

Solution type → defines the template family

Client branding → applied at the output layer

Chart preferences → mapped per question type for each client

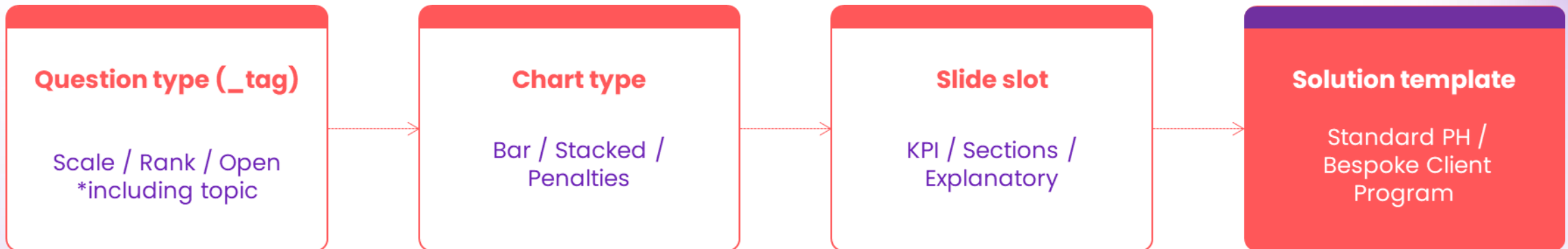
KPI definitions → decided at solution level

Norms & action standards → embedded, not retrofitted

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
70	Slide 23	Q28	Based on t	StackedBa	T2B	WPI (80/2)	B2B	Unpriced F					Definitely	Probably v Mig
71	Slide 24	Q29_1	How likely (Price 1) /	Percentage				Priced pun		% T2B			T2B	
72	Slide 25	Q29_1	How likely (Price 1) /	Percentage				Priced pun		% Definite			Definitely would buy (5)	
73	Slide 26	Q30_1	How often (Price 1) /	Percentage				Priced pun		% T4B			T4B	
74	Slide 27	Q30_1	How often (Price 1) /	Percentage				Priced pun		% Daily			Daily (8)	
75	Slide 28	Q31_1	How many (Price 1) /	Percentage				Priced wei		% T2B			T2B	
76	Slide 29	Q31_1	How many (Price 1) /	Percentage				Priced wei		% 5+			5+ (5)	
77	Slide 30	Q32_1	How much (Price 1) /	Percentage				Priced val.		% T2B			T2B	
78	Slide 31	Q32_1	How much (Price 1) /	Percentage				Priced val.		% Agree st			Agree strongly (4)	
79	Slide 32	Filler			SNS									
80	Slide 33	Q33	Which of t		SNSDescrip			Attribute l					Chalky	Chewy
81	Slide 34	Filler			SNS									
82	Slide 35	Q34	Which of t		SNSDescrip			Attribute l					Artificial	Bitter
83	Slide 36	Q35	How woul	Chocolate	Diagnostic % Too littl	Exactly rigl	% Too mu	Consumer					B2B	Exactly rigl T2B
84	Slide 36	Q36	How woul	Cookie Fla	Diagnostic % Too littl	Exactly rigl	% Too mu	Consumer					B2B	Exactly rigl T2B
85	Slide 36	Q37	How woul	Caramel f	Diagnostic % Too littl	Exactly rigl	% Too mu	Consumer					B2B	Exactly rigl T2B
86	Slide 36	Q38	How woul	Sweetness	Diagnostic % Too littl	Exactly rigl	% Too mu	Consumer					B2B	Exactly rigl T2B
87	Slide 36	Q39	How woul	Texture	Diagnostic % Too littl	Exactly rigl	% Too mu	Consumer					B2B	Exactly rigl T2B
88	Slide 36	Q40	How woul	Chewines	Diagnostic % Too littl	Exactly rigl	% Too mu	Consumer					B2B	Exactly rigl T2B
89	Slide 36	Q41	How woul	Aftertaste	Diagnostic % Too littl	Exactly rigl	% Too mu	Consumer					B2B	Exactly rigl T2B
90	Slide 36	Q42	How woul	Overall siz	Diagnostic % Too littl	Exactly rigl	% Too mu	Consumer					B2B	Exactly rigl T2B
91	Slide 37	Filler			PENALTY f									
92	Slide 38	Q35	How woul	Chocolate	PenaltyOn	Penalty to	Exactly rigl	Penalty to	Penalty An		Unweight		Penalty to	Exactly rigl Pen
93	Slide 38	Q36	How woul	Cookie Fla	PenaltyOn	Penalty to	Exactly rigl	Penalty to	Penalty An		Unweight		Penalty to	Exactly rigl Pen
94	Slide 38	Q37	How woul	Caramel f	PenaltyOn	Penalty to	Exactly rigl	Penalty to	Penalty An		Unweight		Penalty to	Exactly rigl Pen

Questions map to charts. Charts map to slides.

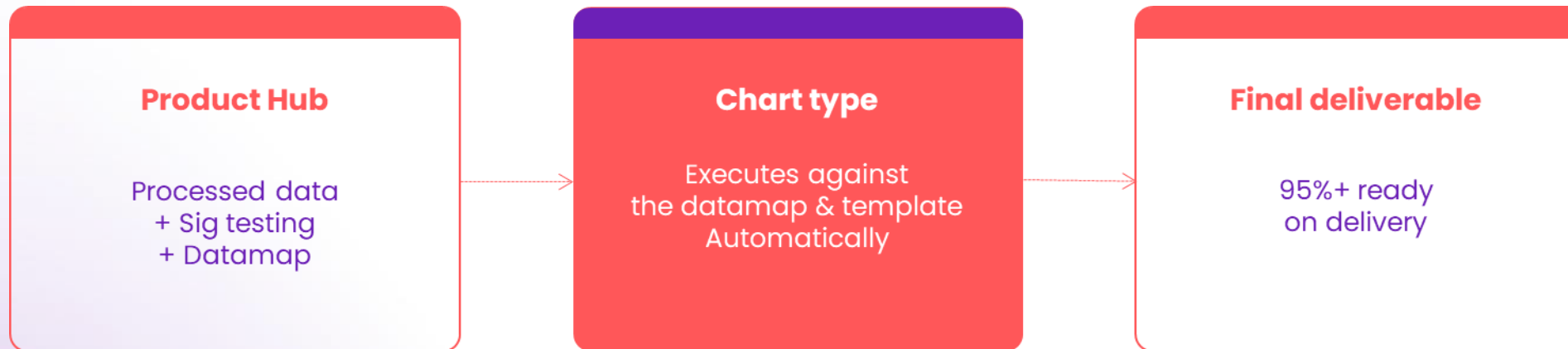
The datamap tells E-Tabs exactly what to do with every data point.



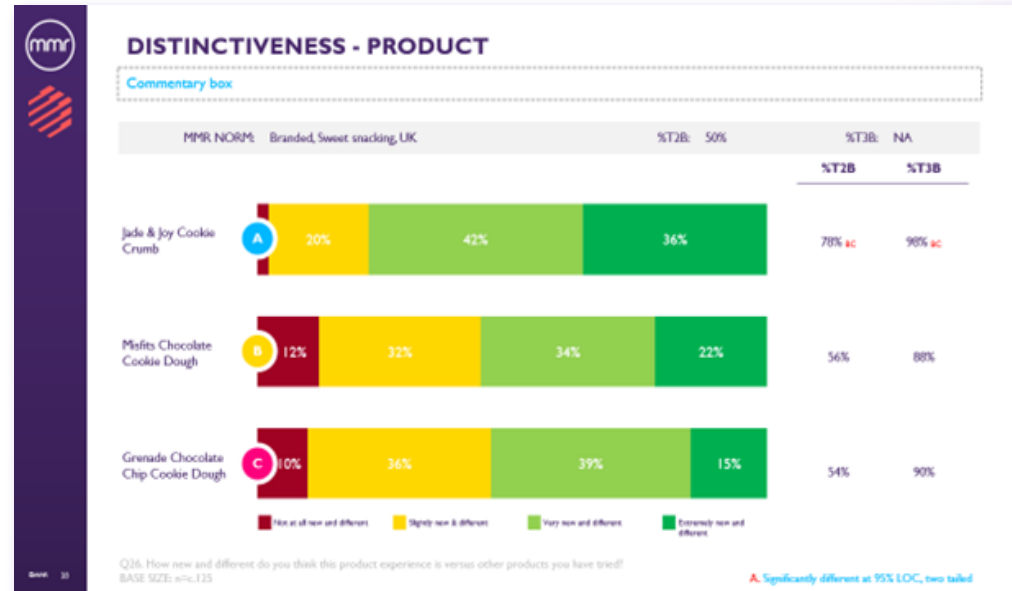
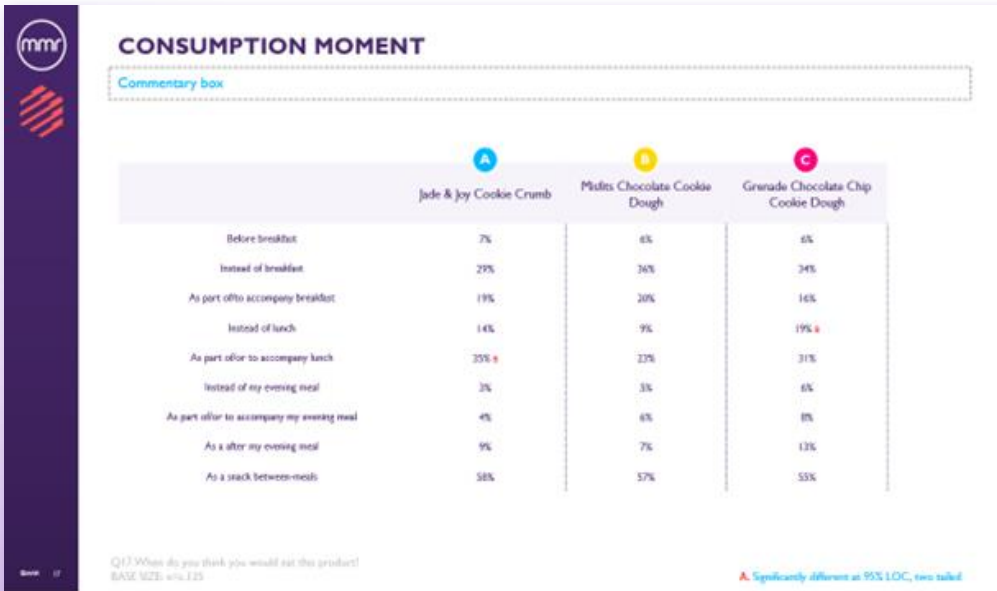
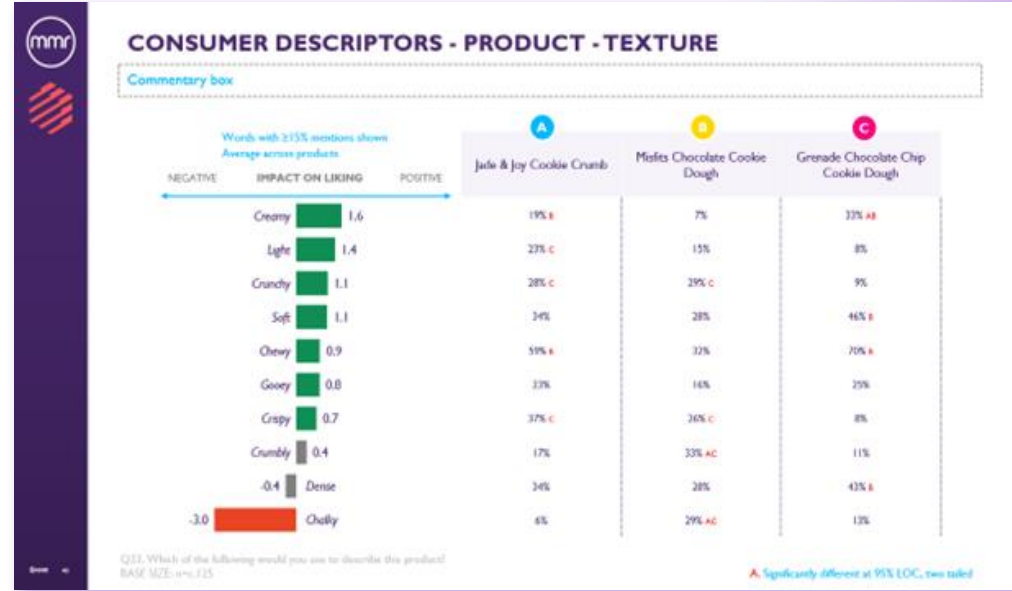
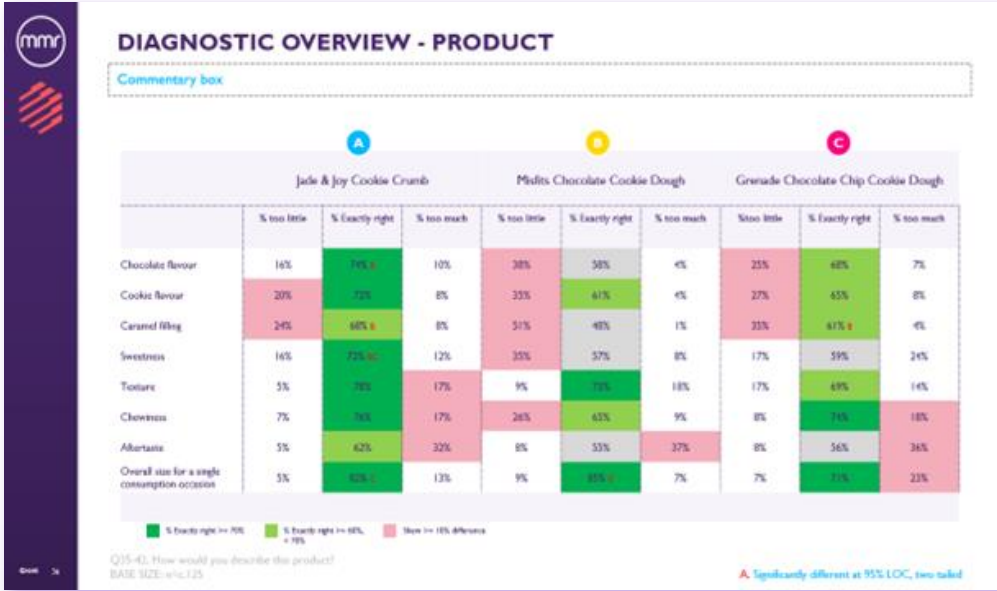
Same architecture and mechanism can lead to different outputs.

From processed data to 95%+ ready deck. Automatically.

Product Hub architects. E-Tabs executes.
No manual charting. No queue. No version errors.



This model opens the door for DIY solutions, where repeat clients can generate their own reports, in the right way, every time.



AI reads the deck & interprets the data.

Only after the data is processed, and the charts are built correctly, the AI interpretation layer comes in.

What the AI knows going in:

- The solution type, methodology, study details (slide 2)
 - The KPI scores for the study (slide 3)
 - What each chart is showing (inc. Question tag)
 - The sig-tested data behind it
 - The client's benchmarks and standards
- *added to each relevant slide



From managing the process to owning the story.

So researchers can do what they do best!

Before & After

Rebuilding charts and chasing formatting

The deck arrives. The structure is already right.

→ *Encourages researchers to focus on the client story, insights, and delivery.*

Before & After

Writing the first interpretation draft

AI does the first pass. Researcher edits and elevates.

→ *First draft is the hardest part. AI takes the blank page. Researchers add expertise & nuance.*

Before & After

Toplines and full decks prepared for clients

Automated decks can be shared quickly, with KPIs ready

→ *Clients can quickly get topline to make decisions, with more data in the platform, followed by a full debrief with the team.*

**Structure is NOT
the opposite of speed.
It's what makes speed POSSIBLE.**

Every hour spent on structure pays back as intelligence long-term.

ABOUT US



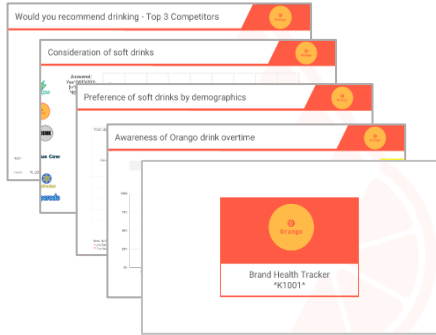
- **Acknowledged MR industry leader** in Data Visualization, Online Dashboards and **Automated Reporting solutions**
- Winner of **numerous MRS/ASC awards** and HM The Queen's Award for Enterprise
- **24-hour Global support**



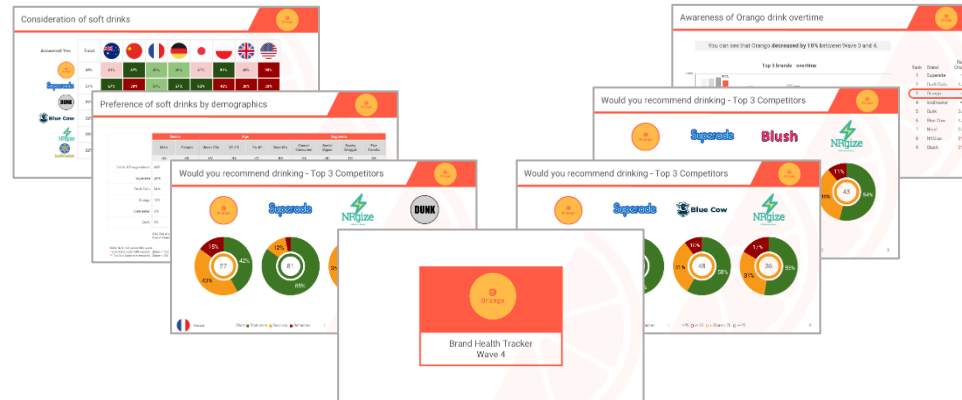
FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION



Data pulled into your own existing template



Country	Year	Sales	
		2013	2014
UK	Total	1000	1200
Spain	Total	800	900
France	Total	600	700
Germany	Total	400	500
Italy	Total	300	400
Japan	Total	200	300
USA	Total	100	200



TYPES OF PROJECTS



TRACKERS



MULTI COUNTRY



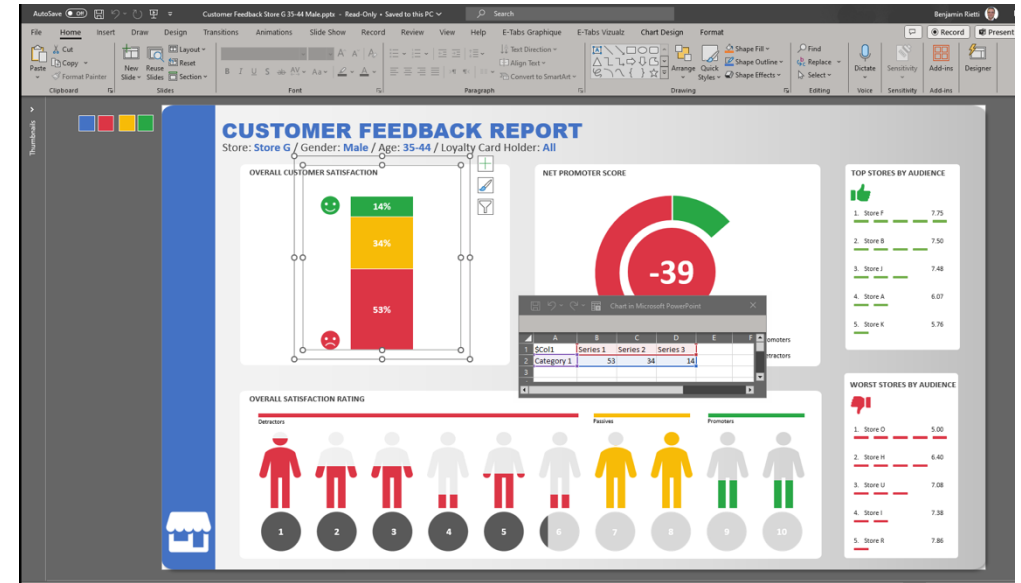
SEGMENTATION



CX SAT



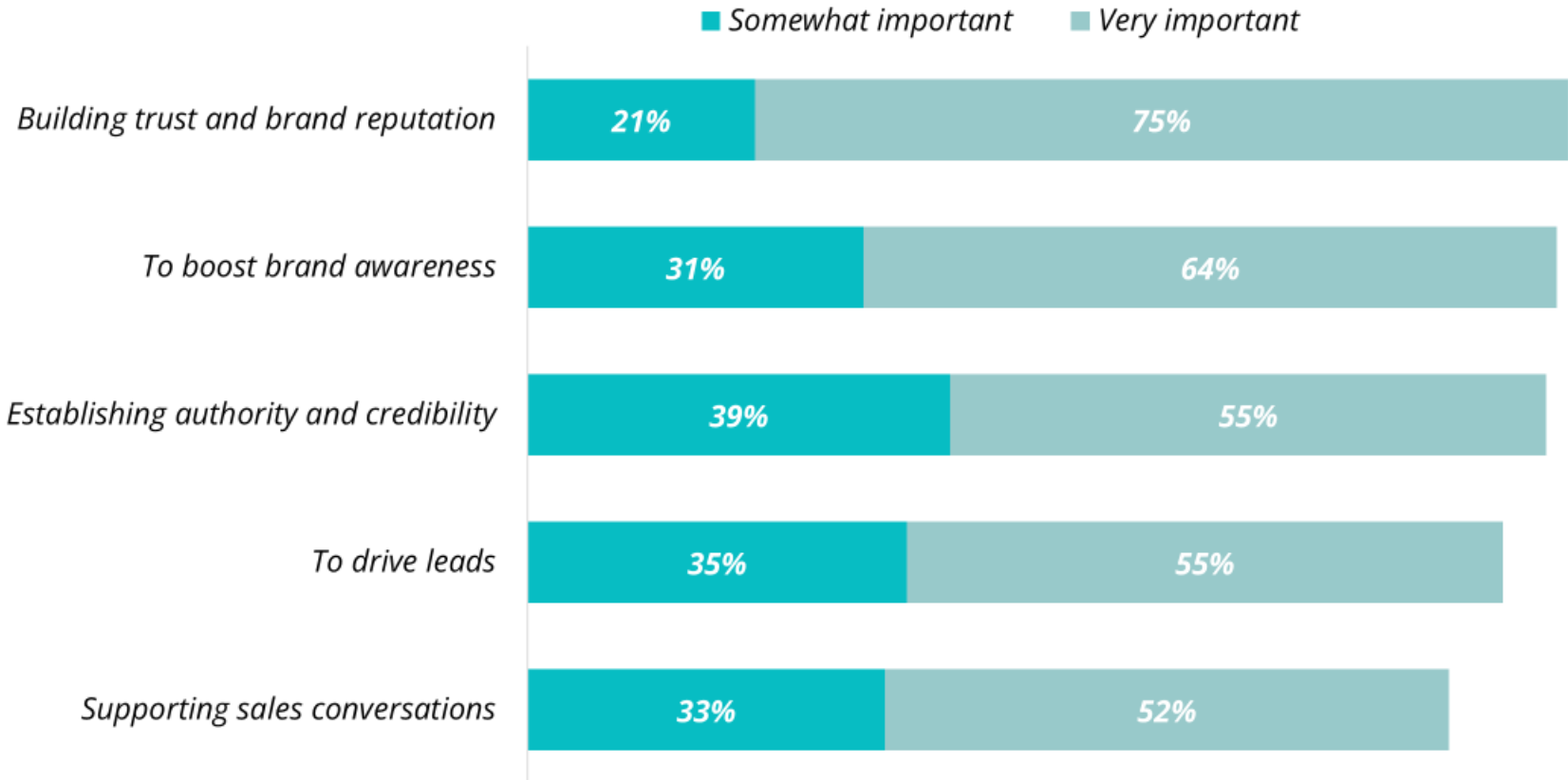
LEVERAGING MORE FROM AUTOMATION



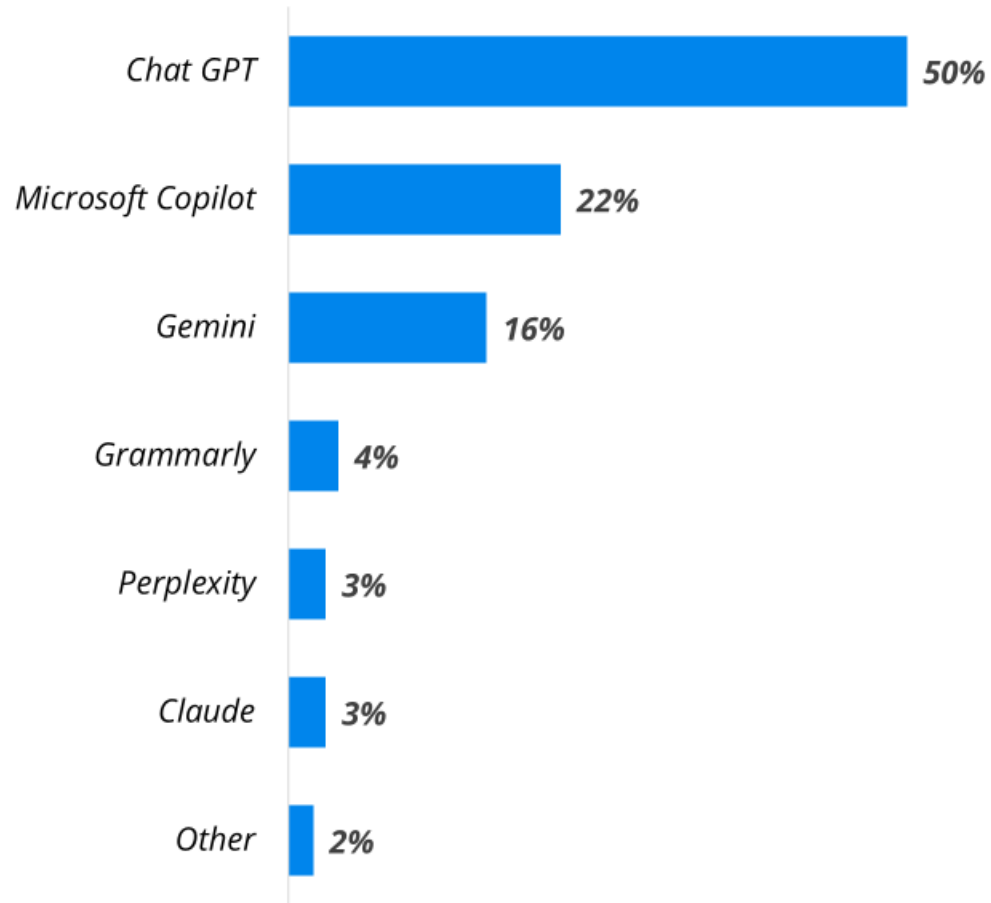
AI ANALYSIS - AUTOMATED



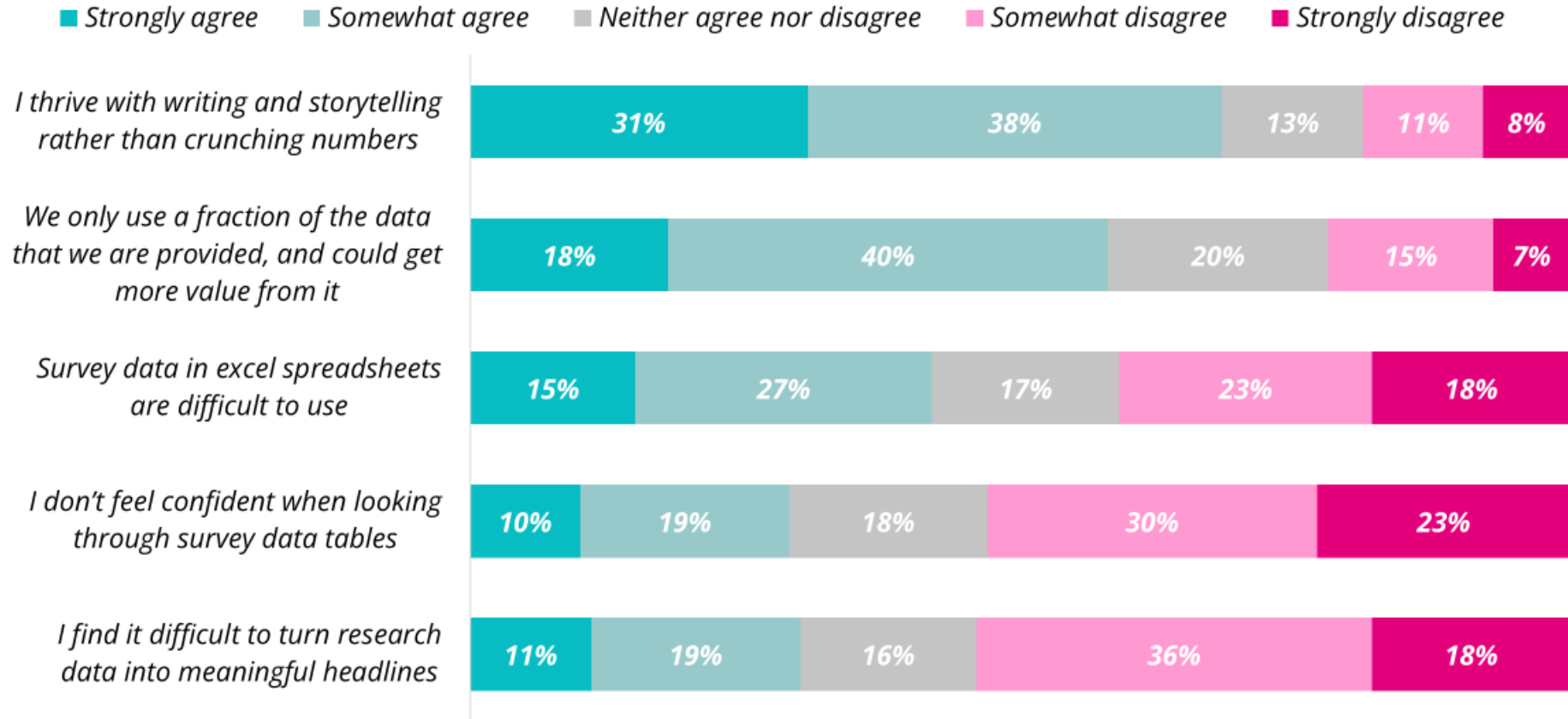
Nearly all marketers see research-led thought leadership as vital for boosting brand awareness (96%), building trust and brand reputation (96%) alongside authority and credibility (94%).



Chat GPT is the most used AI tool for data analysis, with 50% of respondents using it, followed by 22% using Microsoft Copilot.



68% of respondents agree they thrive with writing and storytelling, while 58% feel they only use a fraction of the data provided.



HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

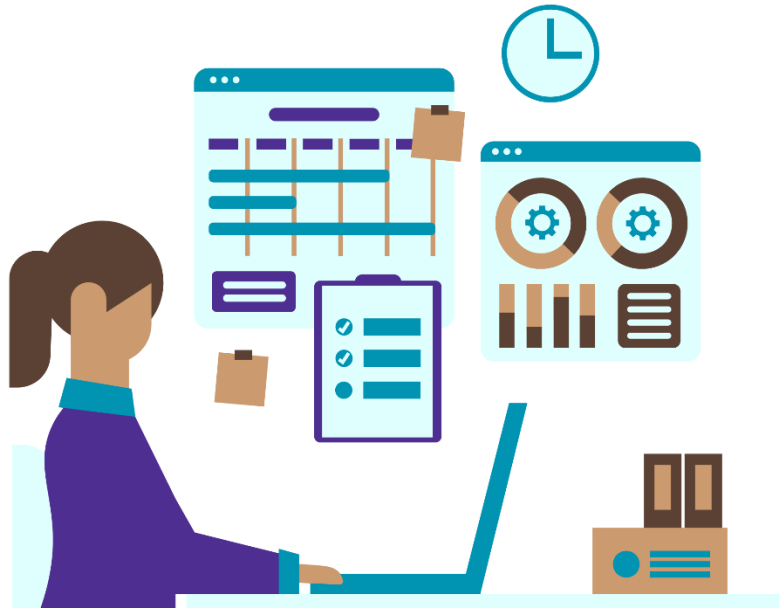


E-TABS BUREAU SERVICE CAN AUTOMATE FOR YOU



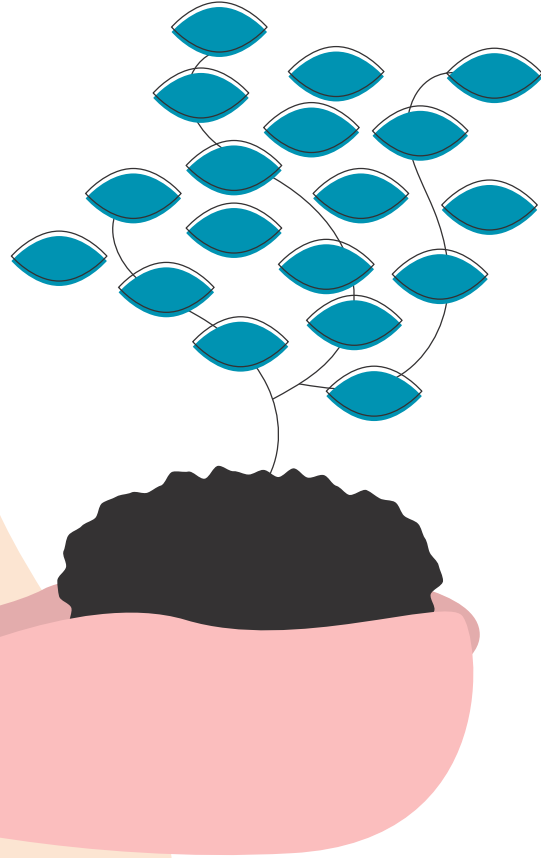
- Give us your template, tables and instructions
- Any project –PowerPoint, Google Slides, Excel +
- We set-up and then update each wave/market

HOW TO ENGAGE WITH E-TABS FOR AUTOMATION



E-TABS ENTERPRISE SOFTWARE SUBSCRIPTION

- We provide the software, training and support
- Automate everything – Google, PowerPoint, Excel +



STRATEGY FOR GROWTH



- Creates opportunity for **added value**
- Creates time for more **insights**
- Creates options for **more revenue**
- Builds stronger client **relationship**
- Increased employee **satisfaction**

ANY QUESTIONS?



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