



SiSMapp: a tool for sensometric and chemometric graphical analysis

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During development or improvement of products, e.g. food, it is important to listen carefully to consumer preferences in order to ensure good product acceptance. Preference mapping techniques are among the most popular marketing research tools used, and refer to a group of multivariate statistical techniques designed to develop a deeper understanding of consumer preference in terms of goods. In these studies is also important to relate sensory data with chemical characteristics of samples, and chemometric exploratory analysis is useful for it. SiSMapp (System for Sensory Mapping) is a freely available software designed for data analysis of sensory and chemometric studies of several products. SiSMapp has three modules with user-friendly interface, which are able to perform conventional internal and external preference mappings, three-way internal preference mapping, beside chemometric exploratory analysis by principal component analysis (PCA) and hierarchical cluster analysis (HCA). Results are presented in graphics which facilitates data interpretations. High resolution graphics can be exported for different file formats. SiSMapp can be freely downloaded via internet from site of the Department of Food Science of the Federal University of Lavras (www.dca.ufla.br). SiSMapp is a free software with user-friendly interface useful for research/education institutions and industries on sensory and chemometric studies of several products through preference mapping techniques and multivariate exploratory analysis. The software is useful during development or improvement of products it is important to listen carefully to consumer preferences and descriptive characteristics in order to ensure good product acceptance.

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