

EXPERIENCE WORKBOOK

OBSERVATIONS AND
OPPORTUNITIES IN
EXPERIENCE DESIGN

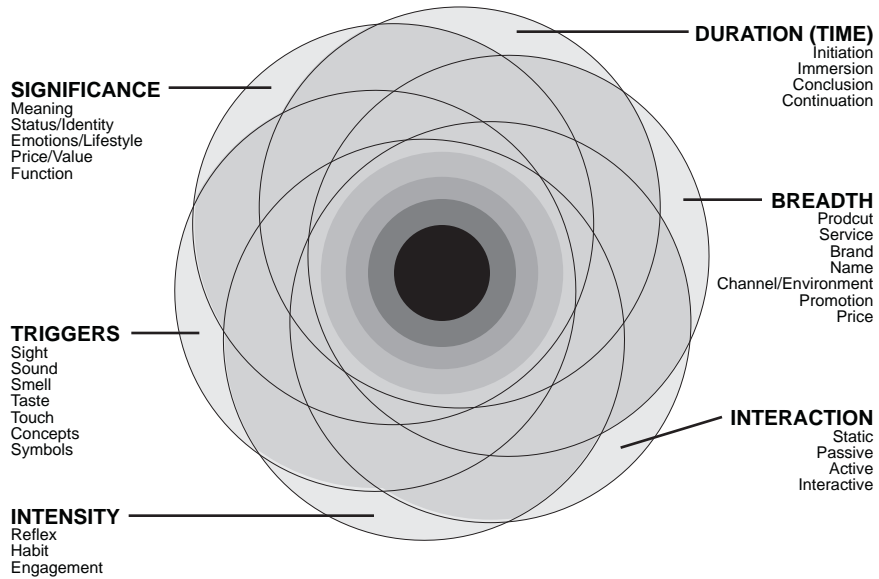


**CCA LEADING BY DESIGN
FELLOWS PROGRAM**

www.cca.edu/fellowsprogram

THE 6 DIMENSIONS OF EXPERIENCE:

There are 6 dimensions of every experience, whether these are natural or man-made and whether these are business-oriented or not. This workbook will help you explore and analyze the experiences around you and aid you in developing better experiences for customers.



BUSINESS MODEL:

With these new elements of experience, are there threats to your current business model?

Are there new opportunities?

EXPERIENCE OBSERVATION

For each of the dimensions above, observe your customers/users/audience when and where they experience needs and current solutions.

INTENSITY

Is the experience...

REFLEX?	HABIT?	ENGAGEMENT?
If so, there is likely no design opportunity.	If so, can this experience be turned into an engagement experience?	This is where the vast number of opportunities lie.

DURATION (TIME)

Is the experience...

REFLEX?	HABIT?	ENGAGEMENT?
If so, there is likely no design opportunity.	If so, can this experience be turned into an engagement experience?	This is where the vast number of opportunities lie.

IDENTIFYING OPPORTUNITIES:

Now that you have identified your top core meanings, as well as the triggers your customers associate with them, how can you use these to differentiate yourself from those of your competitors?

Write a summary of the elements of experience you found along that may be an opportunity to differentiate your experiences (review pages 1-6).

DURATION (TIME)

How long does the experience last?

INITIATION

When does the experience start? What are the conditions? Is there an attractor? Are there signals to when it will begin? Is it abrupt or subtle?

ENGAGEMENT

How long do people engage with the experience? How are they engaged? Are they multitasking their attention?

CONCLUSION

When and how does the experience end? Is it abrupt or subtle? How are people returned to their original context (or are they)?



Chart the intensity of the experience over time. What are the intense moments and where are the lulls? Are there challenges? Should there be? Is there a climax to the experience? Is there a proper ending?



Next, what is the extended duration for the experience? When does someone first perceive the need or desire for it? How do they encounter it? What leads-up to them becoming a customer? How long does their experience last and what happens when it ends? What do they do at the end of the experience? What persists, if anything? Does it recur? Do they come back? What would make them come back?

For example, many men want a sports car their entire lives. They grow-up with a vision of speed, success, fun, etc. When is it that they first grow this desire? How do they feed or express it during their lives? What happens when they achieve it and does it really end?

CORE MEANING 5:

Colors: What colors evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Bright/Saturated | <input type="checkbox"/> Secondary | <input type="checkbox"/> Pale/Pastel |
| <input type="checkbox"/> Dark | <input type="checkbox"/> Muted/Desaturated | <input type="checkbox"/> Unusual |
| <input type="checkbox"/> Primary | <input type="checkbox"/> Rich? | <input type="checkbox"/> Metallic |

List specific observed colors or combinations that are successful:

Materials: What materials evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Natural | <input type="checkbox"/> Smooth | <input type="checkbox"/> Hard |
| <input type="checkbox"/> Artificial | <input type="checkbox"/> Refined | <input type="checkbox"/> Common/Recognizable |
| <input type="checkbox"/> Soft | <input type="checkbox"/> Rough | <input type="checkbox"/> Unique |
| <input type="checkbox"/> Transparent | <input type="checkbox"/> Poursous | <input type="checkbox"/> Pliable |

List specific observed materials that are successful:

Forms: What forms evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|----------------------------------|--|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Complex | <input type="checkbox"/> Sharp/Pointed |
| <input type="checkbox"/> Human-made | <input type="checkbox"/> Simple | <input type="checkbox"/> etc. |
| <input type="checkbox"/> Curvaceous/Smooth | <input type="checkbox"/> Solid | <input type="checkbox"/> etc. |

Sounds: What sounds evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Loud | <input type="checkbox"/> Dischordant |
| <input type="checkbox"/> Human | <input type="checkbox"/> Soft | <input type="checkbox"/> Simple/Clear |
| <input type="checkbox"/> Mechanical | <input type="checkbox"/> Musical/Melodious | <input type="checkbox"/> Complex |
| <input type="checkbox"/> High-pitched | <input type="checkbox"/> Low-pitched/Bass | <input type="checkbox"/> Repetitive |

List specific observed sounds or music that are successful:

Aromas: What smells evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Bright |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Soapy | <input type="checkbox"/> Artificial |
| <input type="checkbox"/> Musky | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Alcohol/Petrol |
| <input type="checkbox"/> Forest/Plants | <input type="checkbox"/> Damp | <input type="checkbox"/> Oily |

List specific observed smells that are successful:

Flavors: What flavors evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|-------------------------------------|--|--------------------------------|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Nutty |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Meaty |
| <input type="checkbox"/> Seafood | <input type="checkbox"/> Sweet (Sugar) | <input type="checkbox"/> Fizzy |
| <input type="checkbox"/> Vegetables | <input type="checkbox"/> Sweet (Honey) | <input type="checkbox"/> Salty |

List specific observed flavors that are successful:

BREADTH

What are all of the touchpoints connected to your organization, brand, or experience for one customer set? How are these consistent and related? Do they feel unified or that they come from the same place?

Describe the elements of the experience you observe under each category. Check-off whether they feel consistent when experienced.

Consistent?

PRODUCTS:

SERVICES:

CHANNELS (ENVIRONMENTS/PLACES):

BRAND (ATTRIBUTES):

NAME:

PROMOTION:

PRICE:

What elements are missing in order to reach customers more effectively?
How can each be improved?

PRODUCTS:

SERVICES:

CHANNELS (ENVIRONMENTS/PLACES):

BRAND (ATTRIBUTES):

NAME: (does it convey the right meaning and is it open-enough to become a brand?)

PROMOTION:

PRICE: (does the price itself convey the right expectation of the experience?)

CORE MEANING 4:

Colors: What colors evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Bright/Saturated | <input type="checkbox"/> Secondary | <input type="checkbox"/> Pale/Pastel |
| <input type="checkbox"/> Dark | <input type="checkbox"/> Muted/Desaturated | <input type="checkbox"/> Unusual |
| <input type="checkbox"/> Primary | <input type="checkbox"/> Rich? | <input type="checkbox"/> Metallic |

List specific observed colors or combinations that are successful:

Materials: What materials evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--------------------------------------|----------------------------------|--|
| <input type="checkbox"/> Natural | <input type="checkbox"/> Smooth | <input type="checkbox"/> Hard |
| <input type="checkbox"/> Artificial | <input type="checkbox"/> Refined | <input type="checkbox"/> Common/Recognizable |
| <input type="checkbox"/> Soft | <input type="checkbox"/> Rough | <input type="checkbox"/> Unique |
| <input type="checkbox"/> Transparent | <input type="checkbox"/> Pours | <input type="checkbox"/> Pliable |

List specific observed materials that are successful:

Forms: What forms evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|----------------------------------|--|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Complex | <input type="checkbox"/> Sharp/Pointed |
| <input type="checkbox"/> Human-made | <input type="checkbox"/> Simple | <input type="checkbox"/> etc. |
| <input type="checkbox"/> Curvaceous/Smooth | <input type="checkbox"/> Solid | <input type="checkbox"/> etc. |

Sounds: What sounds evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Loud | <input type="checkbox"/> Dischordant |
| <input type="checkbox"/> Human | <input type="checkbox"/> Soft | <input type="checkbox"/> Simple/Clear |
| <input type="checkbox"/> Mechanical | <input type="checkbox"/> Musical/Melodious | <input type="checkbox"/> Complex |
| <input type="checkbox"/> High-pitched | <input type="checkbox"/> Low-pitched/Bass | <input type="checkbox"/> Repetitive |

List specific observed sounds or music that are successful:

Aromas: What smells evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Bright |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Soapy | <input type="checkbox"/> Artificial |
| <input type="checkbox"/> Musky | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Alcohol/Petrol |
| <input type="checkbox"/> Forest/Plants | <input type="checkbox"/> Damp | <input type="checkbox"/> Oily |

List specific observed smells that are successful:

Flavors: What flavors evoke this core meaning in your customers: _____

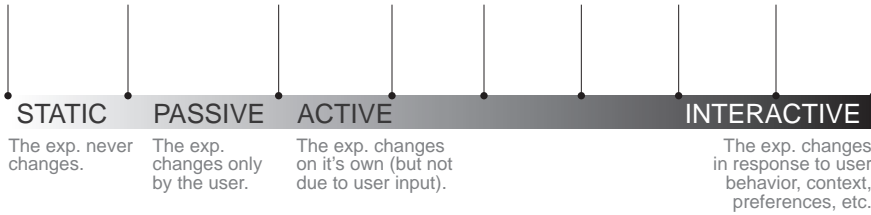
In general, are these:

- | | | |
|-------------------------------------|--|--------------------------------|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Nutty |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Meaty |
| <input type="checkbox"/> Seafood | <input type="checkbox"/> Sweet (Sugar) | <input type="checkbox"/> Fizzy |
| <input type="checkbox"/> Vegetables | <input type="checkbox"/> Sweet (Honey) | <input type="checkbox"/> Salty |

List specific observed flavors that are successful:

INTERACTION

Where on this spectrum does the experience feel (to users/customers)?



Which elements make it feel this way? Where should it feel? What elements would make this so?



CORE MEANING 3:

Colors: What colors evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Bright/Saturated | <input type="checkbox"/> Secondary | <input type="checkbox"/> Pale/Pastel |
| <input type="checkbox"/> Dark | <input type="checkbox"/> Muted/Desaturated | <input type="checkbox"/> Unusual |
| <input type="checkbox"/> Primary | <input type="checkbox"/> Rich? | <input type="checkbox"/> Metallic |

List specific observed colors or combinations that are successful: _____

Materials: What materials evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--------------------------------------|----------------------------------|--|
| <input type="checkbox"/> Natural | <input type="checkbox"/> Smooth | <input type="checkbox"/> Hard |
| <input type="checkbox"/> Artificial | <input type="checkbox"/> Refined | <input type="checkbox"/> Common/Recognizable |
| <input type="checkbox"/> Soft | <input type="checkbox"/> Rough | <input type="checkbox"/> Unique |
| <input type="checkbox"/> Transparent | <input type="checkbox"/> Porous | <input type="checkbox"/> Pliable |

List specific observed materials that are successful: _____

Forms: What forms evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|----------------------------------|--|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Complex | <input type="checkbox"/> Sharp/Pointed |
| <input type="checkbox"/> Human-made | <input type="checkbox"/> Simple | <input type="checkbox"/> etc. |
| <input type="checkbox"/> Curvaceous/Smooth | <input type="checkbox"/> Solid | <input type="checkbox"/> etc. |

Sounds: What sounds evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Loud | <input type="checkbox"/> Dischordant |
| <input type="checkbox"/> Human | <input type="checkbox"/> Soft | <input type="checkbox"/> Simple/Clear |
| <input type="checkbox"/> Mechanical | <input type="checkbox"/> Musical/Melodious | <input type="checkbox"/> Complex |
| <input type="checkbox"/> High-pitched | <input type="checkbox"/> Low-pitched/Bass | <input type="checkbox"/> Repetitive |

List specific observed sounds or music that are successful: _____

Aromas: What smells evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Bright |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Soapy | <input type="checkbox"/> Artificial |
| <input type="checkbox"/> Musky | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Alcohol/Petrol |
| <input type="checkbox"/> Forest/Plants | <input type="checkbox"/> Damp | <input type="checkbox"/> Oily |

List specific observed smells that are successful: _____

Flavors: What flavors evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|-------------------------------------|--|--------------------------------|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Nutty |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Meaty |
| <input type="checkbox"/> Seafood | <input type="checkbox"/> Sweet (Sugar) | <input type="checkbox"/> Fizzy |
| <input type="checkbox"/> Vegetables | <input type="checkbox"/> Sweet (Honey) | <input type="checkbox"/> Salty |

List specific observed flavors that are successful: _____

CORE MEANING 2:

Colors: What colors evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Bright/Saturated | <input type="checkbox"/> Secondary | <input type="checkbox"/> Pale/Pastel |
| <input type="checkbox"/> Dark | <input type="checkbox"/> Muted/Desaturated | <input type="checkbox"/> Unusual |
| <input type="checkbox"/> Primary | <input type="checkbox"/> Rich? | <input type="checkbox"/> Metallic |

List specific observed colors or combinations that are successful:

Materials: What materials evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--------------------------------------|----------------------------------|--|
| <input type="checkbox"/> Natural | <input type="checkbox"/> Smooth | <input type="checkbox"/> Hard |
| <input type="checkbox"/> Artificial | <input type="checkbox"/> Refined | <input type="checkbox"/> Common/Recognizable |
| <input type="checkbox"/> Soft | <input type="checkbox"/> Rough | <input type="checkbox"/> Unique |
| <input type="checkbox"/> Transparent | <input type="checkbox"/> Pours | <input type="checkbox"/> Pliable |

List specific observed materials that are successful:

Forms: What forms evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|----------------------------------|--|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Complex | <input type="checkbox"/> Sharp/Pointed |
| <input type="checkbox"/> Human-made | <input type="checkbox"/> Simple | <input type="checkbox"/> etc. |
| <input type="checkbox"/> Curvaceous/Smooth | <input type="checkbox"/> Solid | <input type="checkbox"/> etc. |

Sounds: What sounds evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Loud | <input type="checkbox"/> Dischordant |
| <input type="checkbox"/> Human | <input type="checkbox"/> Soft | <input type="checkbox"/> Simple/Clear |
| <input type="checkbox"/> Mechanical | <input type="checkbox"/> Musical/Melodious | <input type="checkbox"/> Complex |
| <input type="checkbox"/> High-pitched | <input type="checkbox"/> Low-pitched/Bass | <input type="checkbox"/> Repetitive |

List specific observed sounds or music that are successful:

Aromas: What smells evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Bright |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Soapy | <input type="checkbox"/> Artificial |
| <input type="checkbox"/> Musky | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Alcohol/Petrol |
| <input type="checkbox"/> Forest/Plants | <input type="checkbox"/> Damp | <input type="checkbox"/> Oily |

List specific observed smells that are successful:

Flavors: What flavors evoke this core meaning in your customers: _____

In general, are these:

- | | | |
|-------------------------------------|--|--------------------------------|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Nutty |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Meaty |
| <input type="checkbox"/> Seafood | <input type="checkbox"/> Sweet (Sugar) | <input type="checkbox"/> Fizzy |
| <input type="checkbox"/> Vegetables | <input type="checkbox"/> Sweet (Honey) | <input type="checkbox"/> Salty |

9 List specific observed flavors that are successful:

SIGNIFICANCE

What are the decision factors for customers/users in each of these categories?

PERFORMANCE/FEATURES:

PRICE:

EMOTIONS (LIFESTYLE): (what is it that customers want to *feel*?)

VALUES (IDENTITY/STATUS): (how do customers see themselves? what other brands do they associate with?)

CORE MEANINGS: (skip to the next section for this)

THE 15 CORE MEANINGS

Accomplishment

Achieving goals and making something of oneself; a sense of satisfaction that can result from productivity, focus, talent, or status.

Beauty

The appreciation of qualities that give pleasure to the senses or spirit. Of course beauty is in the eye of the beholder and thus highly subjective, but our desire for it is ubiquitous.

Community

A sense of unity with others around us and a general connection with other human beings.

Creation

The sense of having produced something new and original, and in so doing, to have made a lasting contribution.

Duty

The willing application of oneself to a responsibility. The military in any country counts on the power of this meaning, as do most employers.

Enlightenment

Clear understanding through logic or inspiration. This experience is not limited to those who meditate and fast.

Freedom

The sense of living without unwanted constraints. This experience often plays tug-of-war with the desire for security; more of one tends to decrease the other.

Harmony

The balanced and pleasing relationship of parts to a whole, whether in nature, society, or an individual. When we seek a work/life balance, we are in pursuit of harmony.

Justice

The assurance of equitable and unbiased treatment. This is the sense of fairness and equality that underlies our concept of "everyman" or Average Joe.

Oneness

A sense of unity with everything around us. It is what some seek from the practice of spirituality and what others expect from a good tequila.

Redemption

Atonement or deliverance from past failure or decline. Though this might seem to stem from negative experiences, the impact of the redemptive experience is highly positive.

Security

The freedom from worry about loss. This experience has been a cornerstone of civilization but in the U.S. in particular, acquired increased meaning and relevance after 9/11.

Truth

A commitment to honesty and integrity. This experience plays an important role in most personal, professional, and brand relationships.

Validation

The recognition of oneself as a valued individual worthy of respect. Every externally branded piece of clothing counts on the attraction of this meaningful experience.

Wonder

Awe in the presence of a creation beyond one's understanding. While this might sound mystical and unattainable, consider the wonder that Las Vegas hotels create simply through plaster and lights.

MEANING ALIGNMENT:

List the top 5 core meanings you've observed across each of these 3 categories. Draw from the 15 core meanings listed on the opposite page.

CUSTOMERS	ORG/CORP/BRAND	DEV. TEAM/YOU
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Circle overlaps between these 3 categories. Prioritize 2-3 core meanings that are the same across the 3 groups. Note: If there isn't any (or much) overlap, this is a serious signal your strategy needs review.

Assess your competitor's core meanings via their offerings, experiences & messaging:

COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
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COMPETITOR 4	COMPETITOR 5	COMPETITOR X
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Which of your core meanings are unique in comparison to competitors? These should be your product development, messaging and strategic focus.

At this point, you should, hopefully, have 2-3 core meanings that you can focus your strategy and offering development upon.

TRIGGERS: Using the core meanings you've settled on, begin researching the triggers that **your audience** associates with these meanings. What are the colors, materials, forms, etc. that trigger these meanings in your customers. Note: These may change with each audience and market. Collect examples of each in your sketchbooks.

CORE MEANING 1:

Colors: What colors evoke this core meaning in your customers: _____
In general, are these:

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Bright/Saturated | <input type="checkbox"/> Secondary | <input type="checkbox"/> Pale/Pastel |
| <input type="checkbox"/> Dark | <input type="checkbox"/> Muted/Desaturated | <input type="checkbox"/> Unusual |
| <input type="checkbox"/> Primary | <input type="checkbox"/> Rich? | <input type="checkbox"/> Metallic |

List specific observed colors or combinations that are successful: _____

Materials: What materials evoke this core meaning in your customers: _____
In general, are these:

- | | | |
|--------------------------------------|----------------------------------|--|
| <input type="checkbox"/> Natural | <input type="checkbox"/> Smooth | <input type="checkbox"/> Hard |
| <input type="checkbox"/> Artificial | <input type="checkbox"/> Refined | <input type="checkbox"/> Common/Recognizable |
| <input type="checkbox"/> Soft | <input type="checkbox"/> Rough | <input type="checkbox"/> Unique |
| <input type="checkbox"/> Transparent | <input type="checkbox"/> Porous | <input type="checkbox"/> Pliable |

List specific observed materials that are successful: _____

Forms: What forms evoke this core meaning in your customers: _____
In general, are these:

- | | | |
|--|----------------------------------|--|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Complex | <input type="checkbox"/> Sharp/Pointed |
| <input type="checkbox"/> Human-made | <input type="checkbox"/> Simple | <input type="checkbox"/> etc. |
| <input type="checkbox"/> Curvaceous/Smooth | <input type="checkbox"/> Solid | <input type="checkbox"/> etc. |

Sounds: What sounds evoke this core meaning in your customers: _____
In general, are these:

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Loud | <input type="checkbox"/> Dischordant |
| <input type="checkbox"/> Human | <input type="checkbox"/> Soft | <input type="checkbox"/> Simple/Clear |
| <input type="checkbox"/> Mechanical | <input type="checkbox"/> Musical/Melodious | <input type="checkbox"/> Complex |
| <input type="checkbox"/> High-pitched | <input type="checkbox"/> Low-pitched/Bass | <input type="checkbox"/> Repetitive |

List specific observed sounds or music that are successful: _____

Aromas: What smells evoke this core meaning in your customers: _____
In general, are these:

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Bright |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Soapy | <input type="checkbox"/> Artificial |
| <input type="checkbox"/> Musky | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Alcohol/Petrol |
| <input type="checkbox"/> Forest/Plants | <input type="checkbox"/> Damp | <input type="checkbox"/> Oily |

List specific observed smells that are successful: _____

Flavors: What flavors evoke this core meaning in your customers: _____
In general, are these:

- | | | |
|-------------------------------------|--|--------------------------------|
| <input type="checkbox"/> Floral | <input type="checkbox"/> Minty | <input type="checkbox"/> Nutty |
| <input type="checkbox"/> Fruity | <input type="checkbox"/> Clean/Fresh | <input type="checkbox"/> Meaty |
| <input type="checkbox"/> Seafood | <input type="checkbox"/> Sweet (Sugar) | <input type="checkbox"/> Fizzy |
| <input type="checkbox"/> Vegetables | <input type="checkbox"/> Sweet (Honey) | <input type="checkbox"/> Salty |

List specific observed flavors that are successful: _____