



# A free web application as an easy tool for use in sensory analysis: Google Docs

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## INTRODUCTION

Computer technology and Internet are spreading rapidly, thus becoming suppliers of new multipurpose and versatile applications, which can be used for almost any user need. Sensory software companies noticed it and they have been developing their products following last advances in web services and technology but they are rather expensive.

Google has developed a free web tool package called Google Docs, which provides two highly interesting applications for sensory analysis, Forms and Spreadsheets. They allow implementing a personalised experimental design in which data are collected online for its use in any statistical treatment and results preparation.

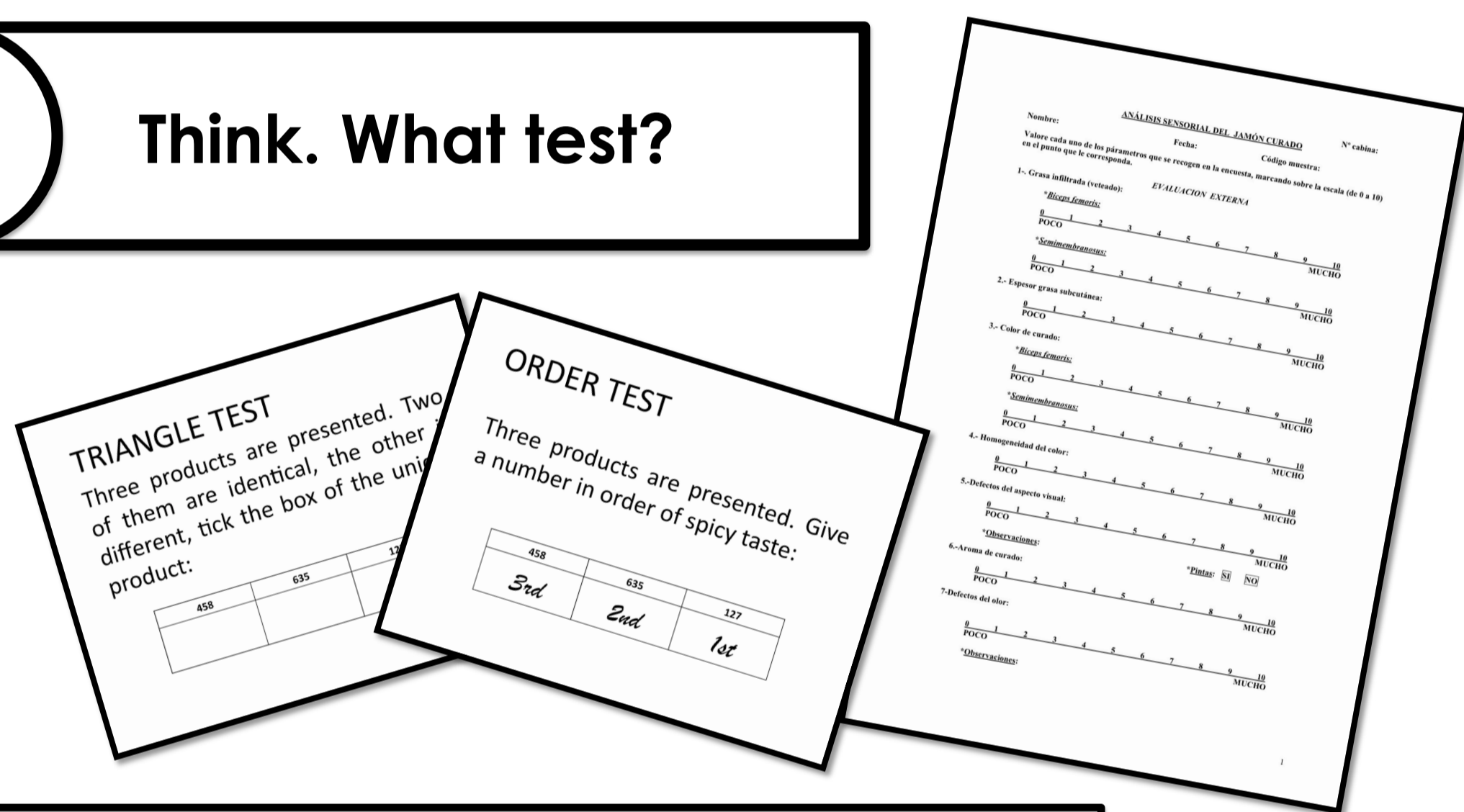
Final form or test is published online for respondent panellists in a friendly web format, accessible by computers, PDAs and other electronic gadgets with internet access. By any means the results are reaching the spreadsheet in a real-time mode being ready to analyse by statistics.

## CONCLUSION

Google Docs provides a free platform, easy to use and cheap to implement for designing, collecting data and preparing results for sensory analysis, greatly reducing time and cost.

## HOW DOES IT WORK?

**1** Think. What test?



Your sensory analysis test (triangle, order and descriptive test...) may be developed with this tool.

## WHAT DO YOU NEED?

Internet Access: wifi, ethernet, 3G...



Computer, laptop, smartphone...

Google docs account



## PROS

- Multiplatform
- Easy to use
- Free service
- It works on any web browser

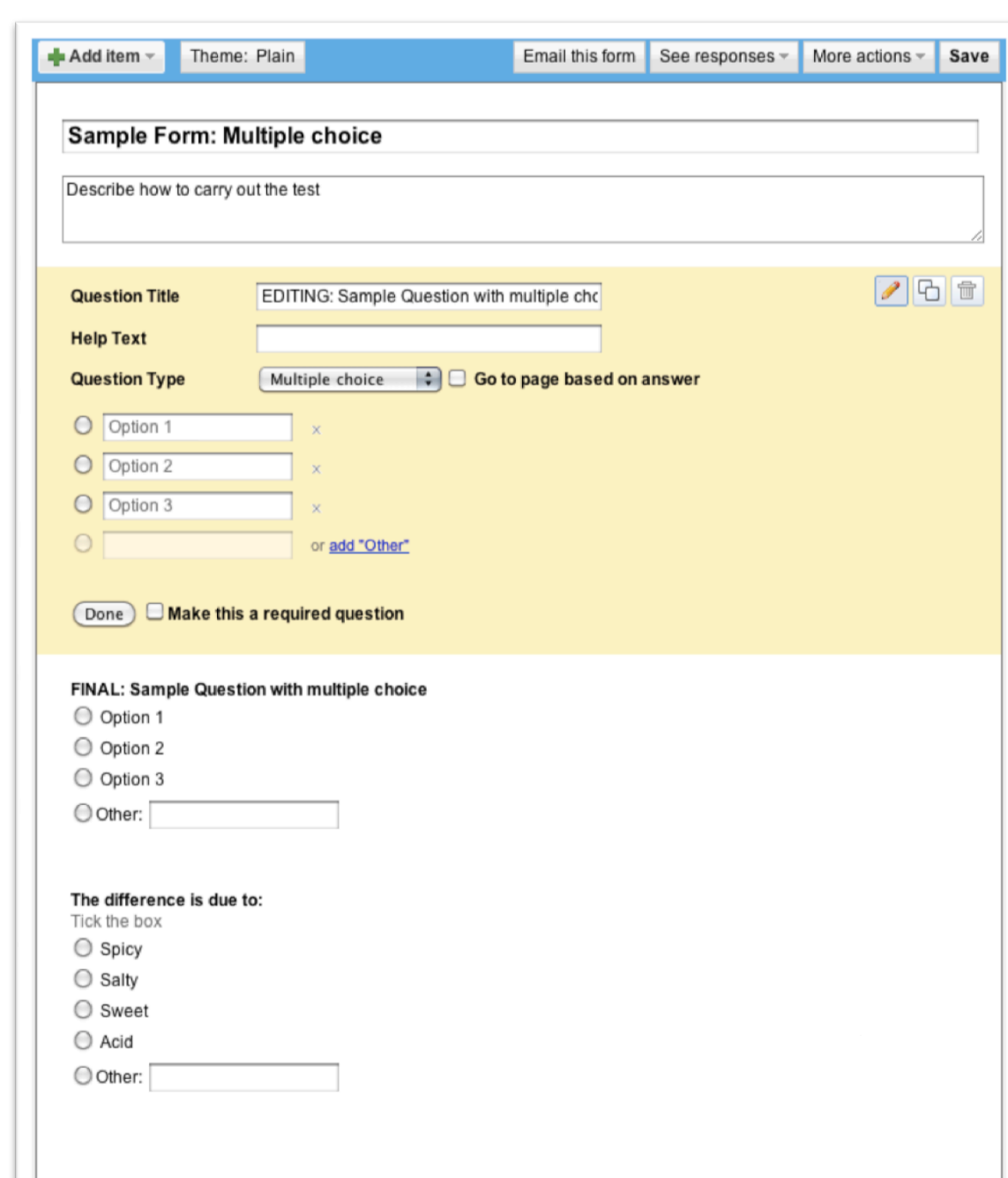
## CONS

- No Statistical Analysis
- Non-Structured scales not available
- It needs Internet connection

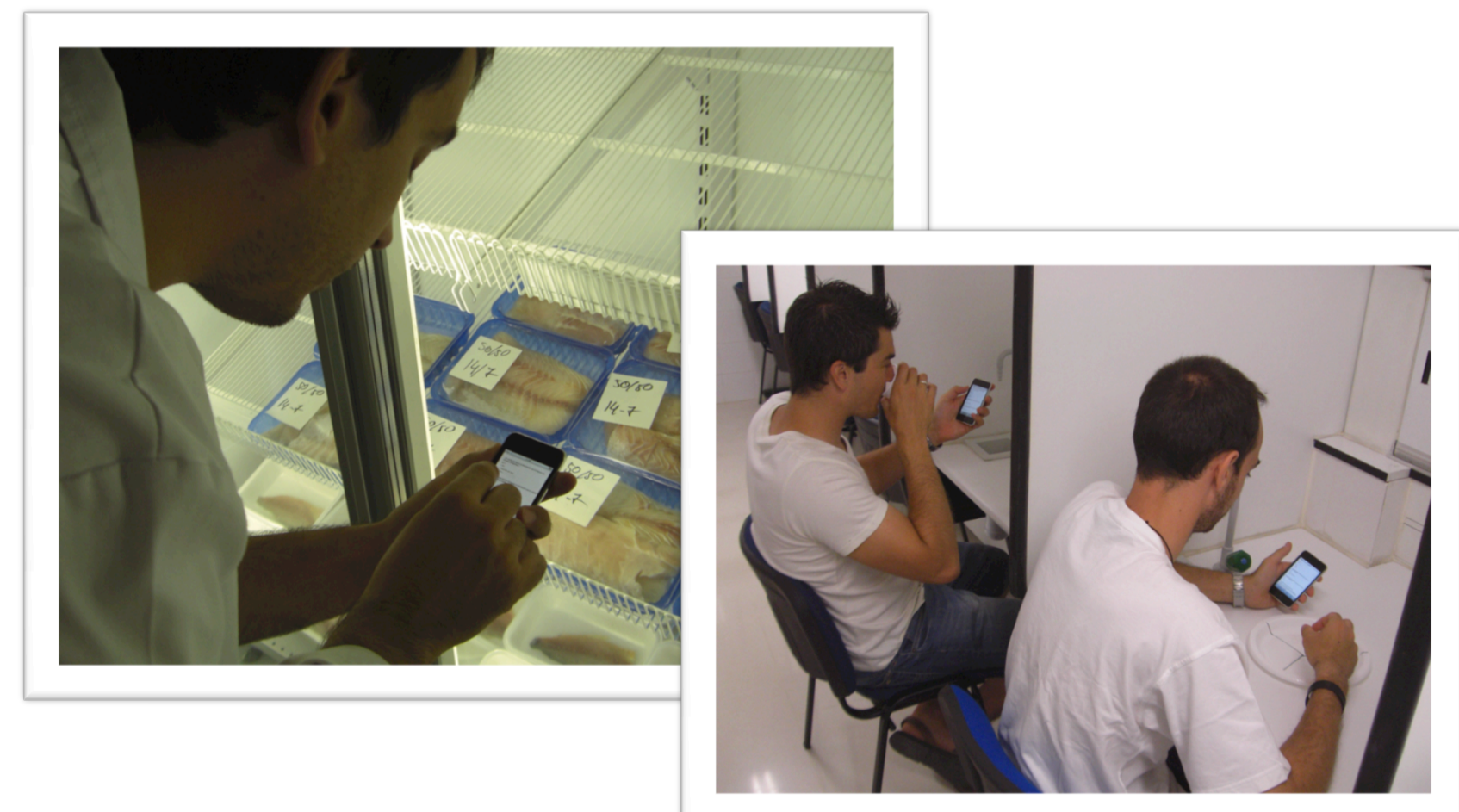
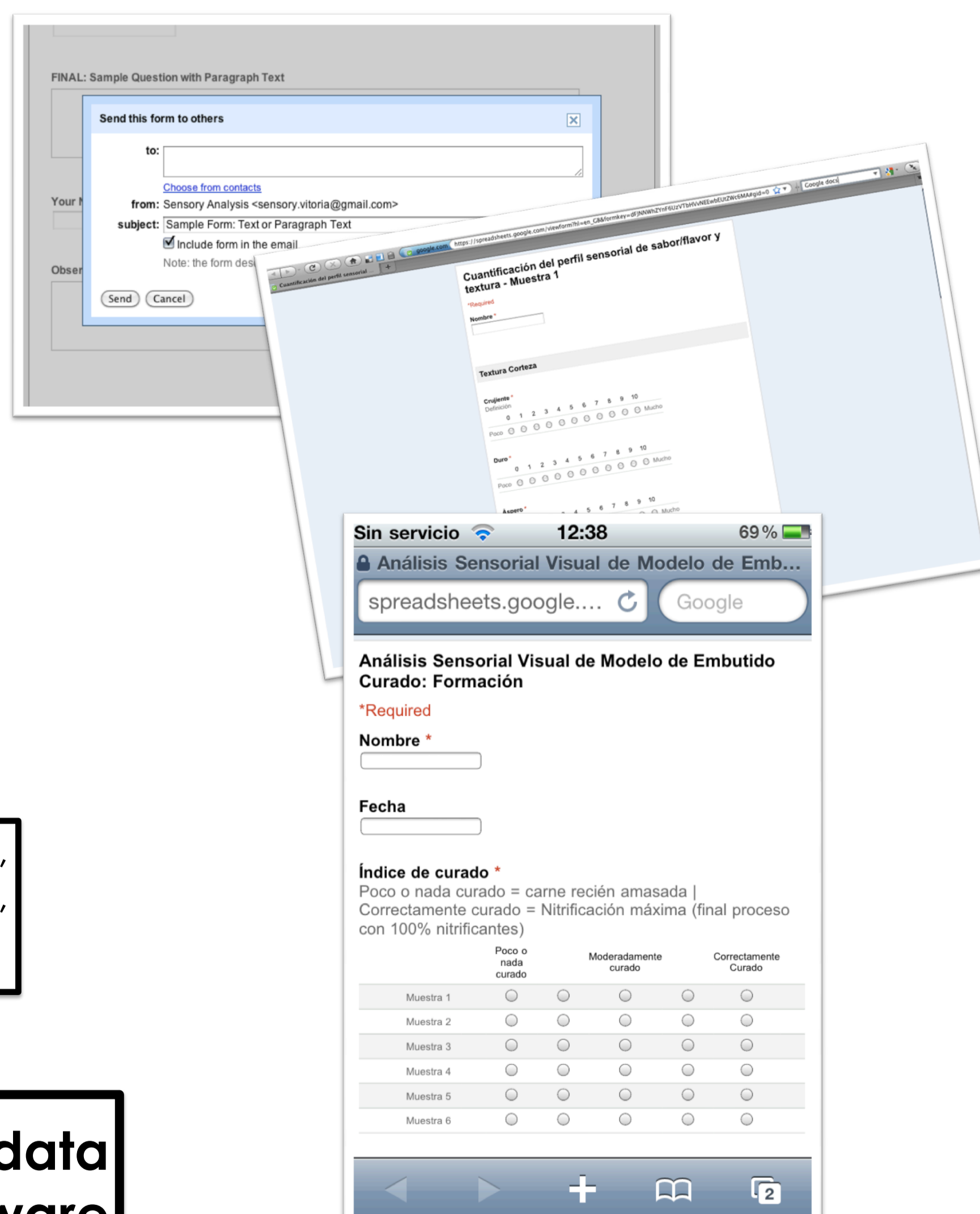
**2** Create form in Google Docs

**3** Share it! (by url, e-mail...)

**4** Perform Sensory Test



Use the answer options included: text, multiple choice, checkboxes, lists, scale and grid, to configure your test.



Muestra temporal	Nombre	Crujiente	Dura	Aspero	Crujiente	Espesorizado	Disgregabilidad	Adhesividad	Comida
1	18-10-0001	meta	3	6	4	0	7	3	7
2	18-10-0002	sp Jerez	8	4	2	0	7	8	3
3	18-10-0003	Panet	6	7	3	1	7	8	3
4	18-10-0004	Mani@	4	5	7	0	8	4	3
5	18-10-0005	Mani@	5	6	6	1	5	5	5
6	18-10-0006	OLIVERA/LAURA	5	5	2	2	8	3	7
7	18-10-0007	Alentay	1	5	0	0	7	2	4
8	18-10-0008	Casles	1	5	0	0	8	5	6
9	18-10-0009	Beato / Mike	6	4	3	0	8	5	6

Results are reaching the spreadsheet in real-time mode while panelist answer tests with computers or electronic gadgets (iPhone, for instance) with internet access.

**5** Analyze collected data with your statistics software

**TEST IT! GO TO EUROSENSE.WORDPRESS.COM**