A woman in a pink athletic outfit is performing a deep split on a mat against a clear blue sky. The image is used as a background for the top half of the page.

SENSORY & CONSUMER TESTING FOR:

Sporting Goods & Apparel

Design & Build Better Gear Through Measurable Performance Feedback

Get the data you need to fine-tune comfort, fit, and function. Compusense empowers development teams to collect reliable feedback from athletes, testers, and users, all in one comprehensive platform.

Key Benefits:

Seamless Test Management

- **Intuitive Design Tools:** Create tests for apparel and sporting equipment using drag-and-drop tools with 40+ question types to assess fit, comfort, durability, ease of use, and perceived performance.
- **Versatile Methodologies:** Run discrimination tests to detect subtle design or material changes, conduct descriptive evaluations with trained users, and perform consumer testing to evaluate wearability, visual appeal, and functional performance.
- **Training Panelists:** Calibrate panels, athletes, or expert testers to provide consistent feedback on key performance indicators like breathability, flexibility, impact response, and control consistency.
- **Assessor Testing:** Enable technicians and expert evaluators to enter data on behalf of participants during lab-based performance or fit evaluations, with built-in tools for real-time scheduling, test assignment, and demographic updates.

Flexible Panelist Management

- **Panelist Library:** Manage testers segmented by athletic experience, sport type, body dimensions, fit profiles, or equipment use to gather relevant feedback on product performance and comfort.
- **Recruiting:** Screen and select participants from your panelist library and let them self-schedule for wear trials, focus groups, lab evaluations, or field tests — filtered by sport, gear type, usage frequency, trial conditions, and demographic criteria. Match the right people to the right studies with ease.
- **Panelist Rewards:** Track and manage rewards for participants involved in controlled lab studies, real-world field trials, or simulated use environments for new apparel and sporting gear.
- **Panelist SSO:** Simplify secure access for recurring athletes, wear testers, and expert evaluators with Single Sign-On to easily access their test portal.

Robust Analytics & Reporting

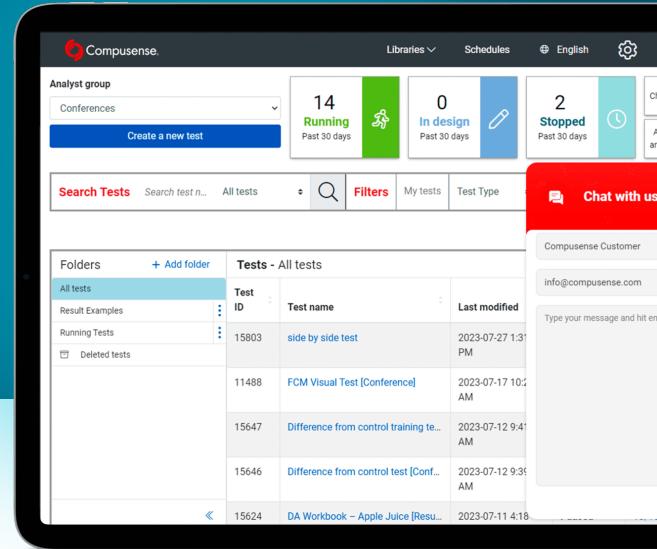
- **One-Click Statistics:** Quickly generate reports summarizing comfort ratings, material preferences, performance scores, wearability metrics, and equipment usability results, with export options to PowerPoint, Excel, or Word.
- **AI Comment Analysis:** Automatically analyze open-ended feedback from product testers to identify key themes such as comfort, durability, style trends, preferred materials, and usability issues like chafing or stiffness.
- **Visual Data Exploration:** Create clear visuals to compare product variants, track feature improvements across design cycles, and highlight preferences across athlete or user groups.
- **Cross Study-Insights:** Combine results from multiple studies to identify long-term performance patterns, regional and user group preferences, and emerging trends in athletic wear and sporting gear expectations.

“Compusense is a great tool for seamless integration of recruitment, test collection and data analysis. Their team's excellent support and willingness to explore new ideas are greatly appreciated.”

– President, R&D Engineer, Sporting Equipment Company

Quality Testing

Your customers expect consistent performance, fit, and durability. Compusense quality testing tools help you validate materials specifications, monitor manufacturing consistency, and ensure every product meets your brand's standards.



Key Benefits:

Streamlined Workflow

Template Tests

Standardize QC testing protocols for evaluating fit, comfort, durability, and performance across apparel lines and gear categories — ensuring consistency across manufacturing sites and suppliers.

Limited Access Users

Restrict user access to approved testing templates and specific actions, ensuring analysts follow standardized procedures during quality assessments of textiles, construction, or functional components.

API Integration

Product Library

Connect your internal product databases to automatically pull item SKUs, size ranges, colorways, and materials into Compusense — reducing manual entry errors and supporting traceability.

Test Data

Automatically stream QC test results into BI tools like Microsoft Power BI or Tableau to monitor product quality KPIs across multiple brands, regions, or product categories.

Easy Reporting

One-Click Reports

Generate detailed reports evaluating consistency in stitch quality, material performance, fit accuracy, or functionality (e.g. zipper strength, impact absorption) across batches.

Trends Across Locations

Compare product performance and sensory or usability feedback across production facilities or regional distribution centers to identify quality issues and maintain brand standards globally.

Dedicated Support for Your Research Success

Compusense delivers award-winning support that sets the standard in sensory and consumer research. Our experienced team provides expert guidance on everything from test design and statistical analysis to research best practices. Support is available from 3 am to 6 pm EST in English, French, and Spanish, with 97% of inquiries resolved within 24 hours. We continuously improve our platform based on client feedback and industry trends, helping you stay ahead in a fast-evolving research landscape.



Scan the QR code or visit compusense.com/demo to request a demo and discover how Compusense can improve your flavor R&D and quality workflows.

