

Add Another Layer to Your Consumer Research

Compusense has integrated BehaviorLens®, InsightsNow's patented methodology for implicit and emotional measurement, directly into the platform, expanding what you can learn from every study.

Your sensory and consumer research already tells a powerful story. BehaviorLens adds another dimension, capturing the fast, instinctive reactions that occur alongside what consumers consciously report. Together, they provide a more complete understanding of consumer responses.

Available as an add-on to your Compusense subscription.



Why Add BehaviorLens?

Consumer responses are complex. Alongside what consumers consciously perceive, evaluate, and report, there are faster, more automatic reactions that also shape product perception and choice.

BehaviorLens helps you measure those reactions alongside your existing sensory, hedonic, and consumer data. It acts not as a replacement for traditional methods, but as a complement to them, resulting in a richer, more nuanced understanding of how consumers respond to your products

Whether you're evaluating claims, ingredients, concepts, packaging, or finished products, behavioral methods help round out the insights your research already provides.

Available as an Add-On

BehaviorLens is available as a paid add-on to an active Compusense subscription.

To learn more about pricing, schedule a demonstration, or discuss whether BehaviorLens is the right addition to your research program, reach out to the Compusense team.

[Request a Demo](#)

Seamlessly Integrated into Compusense

BehaviorLens is built directly into the Compusense platform. There is no separate software, login, or workflow to manage.



Add to Any Study

Select the Implicit Test or Emotions Test within the test builder and configure your study as you normally would. Calibration and priming steps are handled automatically.



Collect Behavioral Data

Participants complete the timed question portion of the study as part of their normal session, whether testing occurs in a central location, sensory lab, or at home.



Analyze Alongside Existing Results

Behavioral data is available within the same reporting environment as your sensory, hedonic, and consumer research results.

Choose the Right BehaviorLens Method

Both methods are designed to complement your existing research by capturing reactions consumers may not be able to fully express through traditional rating scales.

Implicit Test

The Implicit Test measures the strength of associations between a product, concept, ingredient, claim, or brand and a set of attributes.

Participants respond to a timed series of Yes/No questions. Response speed is analyzed alongside the answer itself, helping distinguish strong, instinctive associations from more considered responses. This delivers added depth to what your existing data already reveals.

Potential Insights:

- Which benefits consumers genuinely associate with a product
- Reactions to ingredients and clean-label initiatives
- Perceptions of product claims and messaging
- Relevance of usage occasions and moments of use
- Brand and packaging associations
- Anticipated emotional responses before product trial

Best For:

- Concept testing
- Claim validation
- Ingredient and clean-label research
- Brand and packaging evaluation
- Pre-and post-product assessments

Emotions Test

The Emotions Test adds an emotional layer to your understanding of the consumer product experience.

Participants first select an image that best represents their reaction. That image serves as a prime for a timed evaluation of emotion terms, surfacing emotional responses that can be explored alongside your standard sensory and hedonic results.

Potential Insights:

- Positive and negative emotional responses
- Emotional differences between products or formulations
- Emotional drivers behind similar liking scores
- Differences across consumer segments
- Themes and patterns within open-ended feedback

Best For:

- Central location tests (CLTs)
- Home-use tests (HUTs)
- Product optimization and reformulation
- Benchmarking studies
- Experience-focused product research

Why Researchers Add BehaviorLens

Support Better Decisions

Understand not only what consumers report, but also the strength and immediacy of their responses, giving your team greater confidence in product and business decisions.

Extends Your Existing Toolkit

BehaviorLens works alongside the research methods you already use, not in place of them.

Built into Existing Workflows

Create, manage, and report on studies within the same Compusense environment your team already uses.

Research-Backed Methodology

Developed in partnership with InsightsNow, a recognized leader in implicit and emotional measurement.

Quick to Implement

BehaviorLens can be added to existing studies with minimal setup and no additional software.

More Complete Understanding

Combine behavioral insights with sensory, hedonic, and consumer data for a fuller understanding of product performance, providing greater confidence in the decisions that follow.