

Chips Taste Test Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Serve one safely prepared coded Sample A under the same instructions and timing for every adult participant. All seven questions are optional and always visible.

1. How much did you like Sample A overall?

- ☐ Disliked it very much
- ☐ Disliked it
- ☐ Neither liked nor disliked it
- ☐ Liked it
- ☐ Liked it very much
- ☐ Not sure

2. How did the crunch level of Sample A feel?

- ☐ Much too soft
- ☐ A little too soft
- ☐ About right for me
- ☐ A little too hard
- ☐ Much too hard
- ☐ Not sure

3. How did the seasoning intensity of Sample A taste?

- ☐ Much too weak
- ☐ A little too weak
- ☐ About right for me
- ☐ A little too strong
- ☐ Much too strong
- ☐ Not sure

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4. How much did you like the main flavor of Sample A?

- ☐ Disliked it very much
- ☐ Disliked it
- ☐ Neither liked nor disliked it
- ☐ Liked it
- ☐ Liked it very much
- ☐ Not sure

5. How much did you like the aftertaste of Sample A?

- ☐ Disliked it very much
- ☐ Disliked it
- ☐ Neither liked nor disliked it
- ☐ Liked it
- ☐ Liked it very much
- ☐ Did not notice an aftertaste
- ☐ Not sure

6. Which attribute should the team review first?

- ☐ Crunch
- ☐ Seasoning intensity
- ☐ Main flavor
- ☐ Aftertaste
- ☐ Appearance
- ☐ Oiliness or dryness
- ☐ Another attribute
- ☐ No change needed

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7. What one change would you test in the next version of Sample A?
