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Advances in Consumer-Oriented Product Design Engineering of Foods[Jorge C. OLIVEIRA](#)¹⁾*1) Department of Process Engineering, University College Cork*

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This text reviews briefly the main methodologies of consumer-oriented design engineering used by the Food Industry. The most relevant implications of the recent developments in cognitive and neuro-science in this context are then analysed and it is concluded that incorporating the human, cognitive, dimension and its influence in food choice is the major challenge for further improvements. A vision of the "ideal final result" of a product design engineering system for foods is outlined and it is stressed that the development of *kansei* engineering in Japan seems a most promising emerging concept to be followed in this respect.

Keywords: [cognitive science](#), [gemba](#), [kansei engineering](#), [new product development](#), [sensory science](#)

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