

A Closer Look At Body Care

Preserving the Vision. Expanding the Experience.

Illustrative methodology sample. No actual product or store was assessed. This is not commissioned client work, verified findings, or certification.

Purpose And Scope

Body oils, lotions, and body butters; selected containers, seals, pumps or lids, directions, and replenishment touchpoints.

Examine **Access, Capability, Agency, Participation, and Belonging** while preserving the brand's intended beauty experience.

Experience Moments

- **Discover:** Texture, fragrance, ingredients, directions, quantity, and accessible digital product information.
- **Open:** Pump locks, seals, lids, and opening instructions, including relevant wet or product-coated handling conditions.
- **Dispense:** Pump operation, tube squeezing, jar access, quantity control, container stability, and unintended spills.
- **Apply And Enjoy:** Setting down and handling the container during use; cleaning, travel, storage, remaining-product access, and refill journeys.

Illustrative Customer Task

A customer dispenses body oil, then handles the container again with product-coated hands. The assessment examines the full sequence rather than a single dry-hand opening task.

From Question To Recommendation

Question To Investigate: Does the container remain controllable during ordinary use as hands become wet or coated, and can the customer dispense the intended amount?

Evidence To Collect

Agree safe handling conditions and a repeatable dispensing sequence. Record closure and pump interactions, stability, spills, and quantity control. Include measurements or participants only within the agreed methods.

How Findings Are Classified

- **Strength:** Document what supports participation well and what should remain intact.
- **Consideration:** Identify uncertainty or conditions requiring examination. A consideration is not yet a barrier.
- **Barrier:** Classify meaningful interference only when evidence supports it in the agreed task and conditions.
- **Opportunity:** Explore grip surfaces, dispensing alternatives, stable set-down behavior, or clearer unlocking instructions while preserving the sensory ritual and premium presentation.
- **Innovation:** Develop alternative concepts with the client and evaluate prototypes before claiming improvement.

Resolution / How To Improve

Explore grip surfaces, dispensing alternatives, stable set-down behavior, or clearer unlocking instructions while preserving the sensory ritual and premium presentation.

Retest And Verification

Compare the agreed use sequence across original and revised versions. Document dispensing control, stability, cleanup, remaining friction, and any new trade-offs.

Methods, Evidence, And Boundaries

Traceable Evidence

- **Observed:** Directly recorded interaction or condition.
- **Measured:** Instrument or test output with tool, units, conditions, and version identified.
- **Expert Tested:** Specialist-led evaluation using stated methods and limitations.
- **User-Informed:** Actual participant input gathered with consent; never assumed.
- **Research Needed:** Unresolved questions or insufficient evidence requiring further investigation.

Simulation And Participant Research

Low-vision and dexterity simulation equipment may help investigate interaction friction.

Simulations do not reproduce lived disability experience or replace participant research. Their use and limitations are disclosed.

Digital Touchpoints

Scoped digital findings identify applicable WCAG criteria and Section 508 requirements where relevant. Digital accessibility credentials and standards are **not physical-product certification**.

Scope Boundaries

This work does not establish safety, efficacy, dermatological suitability, or legal compliance. Products, versions, tasks, conditions, and exclusions are agreed before testing.

Evidence Is Independent. Recommendations Are Brand-Informed.

Working With Ingressible

The Assessment Process

1. **Observe:** Understand the vision and agreed customer journey.
2. **Capture:** Record permitted evidence and interaction conditions.
3. **Understand:** Interpret outcomes and limitations.
4. **Find:** Organize evidence-supported findings.
5. **Explore:** Investigate brand-informed alternatives.
6. **Recommend:** Provide practical actions and verification steps.
7. **Retest:** Evaluate revisions and update the evidence record.

What Clients Receive

Agreed scope and methods; evidence-linked findings; a practical recommendations register; priorities and ownership agreed with the client; and a retest plan. Actual findings include task context, version or location, evidence references, interpretation, recommendations, and retest status.

Before The Engagement

Agree confidentiality, publication permissions, sample logistics or store access, participant research, deliverable formats, fees, timeline, and retest scope. **Supplied products are test articles, not compensation.**

Discuss Your Next Experience

Share the product, prototype, packaging, store journey, or digital touchpoint you want examined; your brand intention; and the decisions the assessment should support.

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