

A Closer Look At Fragrance

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

A fragrance bottle, outer carton, closure, atomizer, and connected digital discovery and purchase journey.

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

Experience Moments

- **Discover:** Scent descriptions, concentration and size options, ingredients and directions, and keyboard or screen-reader access to product selection.
- **Open:** Product identification, carton and seal handling, cap grip, removal approach, and whether opening creates unintended spills or damage.
- **Apply:** Bottle stability, atomizer location, spray direction, actuation effort, and control of dispensing.
- **Enjoy:** Storage, travel, product care, refill information where offered, and replenishment.

Illustrative Customer Task

A customer loves the bottle design but has difficulty maintaining a secure hold while operating the atomizer. The assessment investigates the interaction rather than assuming a diagnosis or universal limitation.

From Question To Recommendation

Question To Investigate: Can the atomizer be operated using alternative handling approaches without losing spray control or the bottle's intended character?

Evidence To Collect

Compare documented grip and dispensing tasks. Where appropriate, record dimensions or actuation force using a specified instrument, units, repeated trials, and conditions. Invite relevant participant input if included in scope.

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-supportive details, clearer orientation cues, or a compatible dispensing alternative. Evaluate whether a proposal affects appearance, spray performance, stability, and perceived luxury.
- **Innovation:** Develop alternative concepts with the client and evaluate prototypes before claiming improvement.

Resolution / How To Improve

Explore grip-supportive details, clearer orientation cues, or a compatible dispensing alternative. Evaluate whether a proposal affects appearance, spray performance, stability, and perceived luxury.

Retest And Verification

Retest the same agreed tasks and conditions on the revised version. Record control, assistance requested, remaining friction, and whether the brand intention is maintained.

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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