

A Closer Look At The Store Experience

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 defined store or boutique journey across arrival, displays, fragrance and makeup testers, body-care exploration, staff interaction, and checkout.

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

Experience Moments

- **Arrive And Navigate:** Store information, entrance details, routes through displays, signage, and access to merchandise.
- **Discover:** Readable prices, shade names, scent descriptions, ingredients, and equivalent ways to access product information.
- **Explore And Choose:** Tester reach and handling, dispenser operation, sampling instructions, and assistance that supports informed choice rather than replacing customer agency.
- **Purchase And Continue:** Checkout approach, payment-terminal interaction, transaction information, receipts, returns information, and feedback options.

Illustrative Customer Task

A customer wants to browse, compare two products, use a tester, and complete a purchase. The assessment examines how the environment and service support that connected journey.

From Question To Recommendation

Question To Investigate: Can customers explore the agreed displays and testers and obtain product information through more than one appropriate route, with assistance available by choice?

Evidence To Collect

Conduct an authorized walkthrough at agreed times. Record specific routes, display and tester conditions, lighting, information access, and service interactions. Obtain permission for photography and protect customer and staff privacy.

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 reachable sampling options, complementary readable information, clear assistance pathways, and display adjustments that retain the boutique's atmosphere and merchandising intention.
- **Innovation:** Develop alternative concepts with the client and evaluate prototypes before claiming improvement.

Resolution / How To Improve

Explore reachable sampling options, complementary readable information, clear assistance pathways, and display adjustments that retain the boutique's atmosphere and merchandising intention.

Retest And Verification

Revisit changed touchpoints under comparable conditions. Verify the agreed customer tasks and record remaining friction, staff-support needs, and whether the retail vision is preserved.

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

Store or boutique customer-experience work is not a building-code inspection or legal-compliance certification. Architectural questions may need a qualified specialist.

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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