

A Closer Look At Makeup

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

Selected makeup packaging and applicators, shade identification, product information, and digital selection.

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

Experience Moments

- **Discover:** Shade names and descriptions, finish and coverage, usable swatch information, and accessible product or shade selectors.
- **Identify:** Distinguishing similar products or shades without relying solely on color, small print, or visual position.
- **Open:** Seals, closure mechanisms, grip, and control when opening compacts, tubes, or palettes.
- **Apply And Enjoy:** Applicator handling, quantity control, application guidance, cleaning, storage, and replenishment.

Illustrative Customer Task

A customer wants to select and use a specific shade from several visually similar compacts. The assessment follows identification, opening, and application as connected tasks.

From Question To Recommendation

Question To Investigate: Can the selected shade be identified and the compact opened without relying exclusively on small visual labels or a single handling technique?

Evidence To Collect

Document labels, lighting, dimensions, and handling steps. Assess digital shade selection with keyboard and relevant assistive technology. Gather actual user feedback only where participant research is authorized.

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 complementary identification cues, readable shade information, grip-supportive closures, or applicator choices that retain the brand's artistry and intended finish.
- **Innovation:** Develop alternative concepts with the client and evaluate prototypes before claiming improvement.

Resolution / How To Improve

Explore complementary identification cues, readable shade information, grip-supportive closures, or applicator choices that retain the brand's artistry and intended finish.

Retest And Verification

Repeat identification and handling tasks on revised packaging or information. Document what changed, what remains uncertain, and any trade-offs affecting the intended makeup experience.

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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