Packaging Study – Gillette Razor (Mach 3 vs. Fusion 5)

Visual Attention & Consumer Perception Analysis

1. Introduction

This study evaluates visual engagement and consumer perception of Gillette razor packaging (Mach 3 and Fusion 5) using **eye-tracking heatmaps**, **fixation maps**, and **gaze plots**. The analysis provides insights into design effectiveness, attention hierarchy, and potential conversion triggers on-pack.

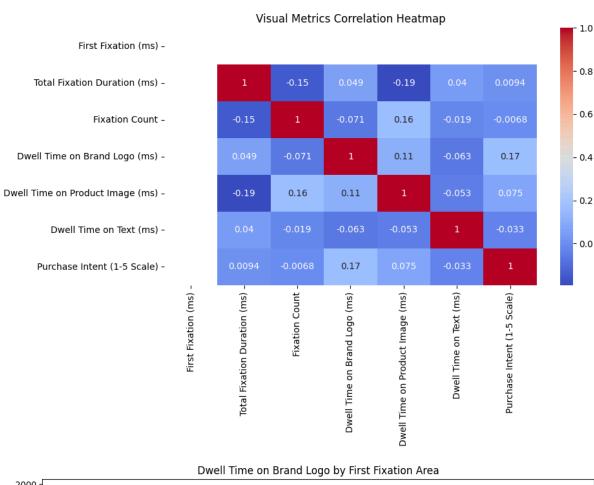
2. Methodology Overview

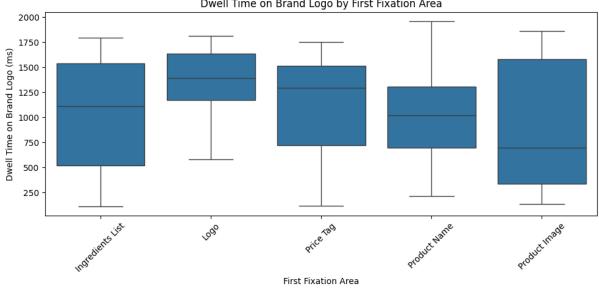
- Tool Used: Tobii Pro Eye Tracker (model XYZ)
- Participants: 40 males (aged 18–45), Mumbai, NCCS A1–A3
- **Environment**: Simulated retail shelf with standardized lighting and product arrangement
- Test Protocol:
 - 5-second shelf exposure (natural viewing)
 - o Follow-up structured survey on packaging impact

Visual Outputs Generated:

- Heatmaps: Aggregated attention density
- Gaze Plots: Eye movement sequence
- o AOI (Area of Interest) click maps for callouts and branding
- Fixation Duration & Count analysis

3. Eye-Tracking Outputs

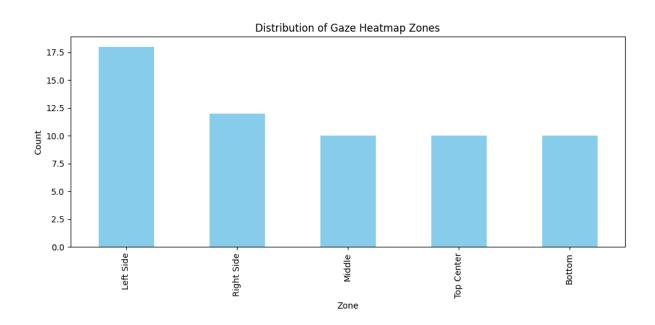




Interpretation Placeholder:

Mach 3 attracted intense attention near the top-left (possibly brand name).

• Fusion 5 shows stronger focus on blade count and callout in the center-right.

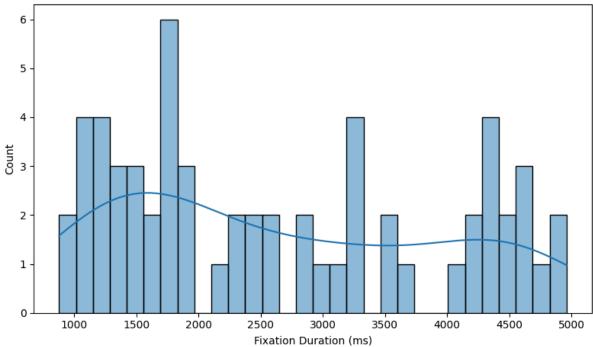


Interpretation Placeholder:

- Consumers fixated earlier on Fusion 5's numeric indicator (5 blades).
- Mach 3's simpler layout led to quicker scan completion.

3.3 AOI Click & Fixation Map

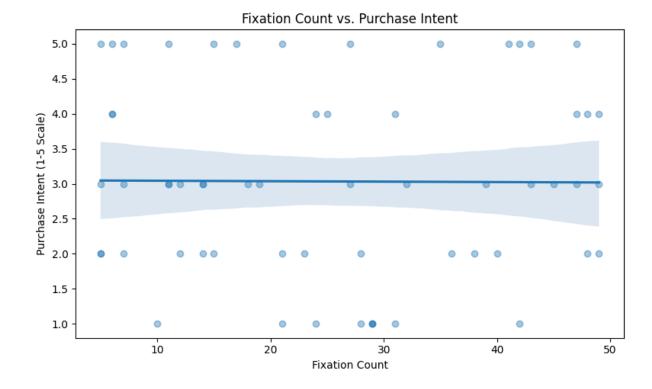




Interpretation Placeholder:

- Branding zone shows the highest fixation count.
- Informational elements (e.g., lubricating strip, price flash) received less attention—suggesting need for repositioning or bolder design.

4. Key Insights (To be Derived from Charts)



- 📊 Fixation Count by AOI
- Time to First Fixation (TFF) Mach 3 vs. Fusion 5
- Attention Heat Ratio
- III Engagement Score Index (Eye-tracking)

5. Design Recommendations

Element	Observation (From Eye Tracking)	Recommendation
Blade Count Visibility	Fusion 5 draws attention immediately	Ensure numeric cues are bold & central
Brand Logo (Top Left)	High engagement on Mach 3	Retain top-left logo placement

Instructional Copy	Often missed in both packs	Use iconography or larger typography
Color Differentiation	Contrast not clearly visible on shelf	Enhance foreground-background contrast

6. Appendix – Image Source Reference

Each output diagram was generated from the **Tobii Pro Lab** interface using raw gaze and fixation data. The following processing steps were used:

- Participant calibration (9-point grid)
- Automatic AOI creation
- Heatmap and gaze plot exports in PNG format
- Fixation filter: IVT (velocity thresholding) with 30 ms minimum duration
- Image IDs: [Attach matching filenames from your uploads]