



CONCEPT SELECTION MATRIX

RED LIPSTICK

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MISSION STATEMENT

Product Description:

**Long-wear, red lipstick that gives a strong color pay-off
and keeps the lips hydrated**

Primary Market:

Cosmetics Enthusiasts and Professionals

Major Features:

Long-wear, vibrant pigment



CUSTOMER NEED ANALYSIS

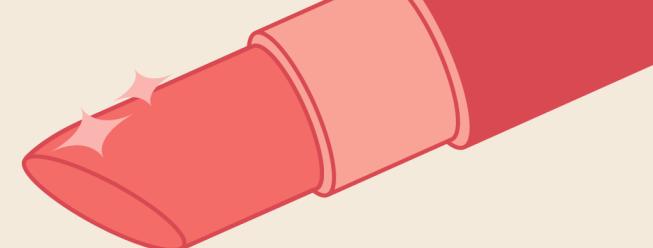
Identified Customer Needs



Established Screening Criteria

- Long-lasting wear
- Comfortable to wear
- Intense pigmentation
- Non-drying formula
- Variety of finishes
- Longevity
- Comfortable texture
- Pigmentation
- Hydrating formula
- Finish (glossy/matte/sheer)

CONCEPT VARIANTS



- 1. Ultra Matte Longwear (A):** A highly pigmented, ultra-matte formula designed for long-lasting wear.
- 2. Hydrating Lip Stain (B):** A hydrating lip stain that provides a sheer wash of red color, perfect for a natural look.
- 3. Creamy Velvet Finish (C):** A creamy lipstick with a velvety finish for comfortable wear and intense color payoff.
- 4. Glossy Lip Tint (D):** A glossy lip tint that delivers a vibrant red hue with a lightweight, non-sticky feel.
- 5. Matte Liquid Lipstick (E):** A matte liquid lipstick that glides on smoothly and dries down to a long-lasting, transfer-proof finish.
- 6. Sheer Lip Balm (F):** A sheer lip balm infused with red pigment for a subtle hint of color and nourishing hydration.

CONCEPT SCREENING

	Concept Varients						Reference
	Ultra matte longwear	Hydrating lip stain	Creamy velvet finish	Glossy tint	Matte liquid	Sheer balm	
Selection Criteria	(A)	(B)	(C)	(D)	(E)	(F)	MAC Ruby Woo
Longevity	+	-	0	0	+	0	0
Comfortable texture	+	0	+	+	0	0	0
Pigmentation	+	-	+	-	+	-	0
Hydrating formula	0	0	+	+	+	+	0
Finish (glossy/matte/sheer)	0	-	-	-	+	-	0
PLUSES	3	0	3	2	4	1	
SAMES	1	2	1	1	1	2	
MINUSES	0	3	1	2	0	2	
NET	3	-3	2	0	4	-1	
RANK	2	6	3	4	1	5	
CONTINUE?	YES	NO	YES	YES	YES	NO	

MODIFIED VARIANTS

Previous Variant	Modified Variant
A	A+
B	Dropped
C	CD
D	
E	E
F	F

Modified Ultra Matte Longwear (A+):
Highly pigmented, hydrating formula
engineered for enduring wear and
intensified color impact.

Creamy Glossy Fusion (C+D):
Rich, velvety color and glossy shine
delivering vibrant red hues with a
weightless, non-sticky feel for comfort
and style.

CONCEPT SCORING METHOD



CONCEPT SCORING METHOD

$$S_j = \sum_{i=1}^n r_{ij} w_i$$

- w_i = the weight for the i th criterion
- r_{ij} = raw rating of concept j for the i th criterion

WEIGHT CRITERIA:

Longevity: 25%

Comfort: 20%

Pigmentation: 25%

Formula hydration: 15%

Finish options: 15%

SCALE FOR RATING PERFORMANCE

1: much worse than the reference

2: worse than the reference

3: same as the reference

4: better than the reference

5: much better than the reference

DETAILED CONCEPT SELECTION CRITERIA

Longevity



Wear Time

Transfer-proof

Fade Resistance

Pigmentation



Color Intensity

Even Application

Opaque Coverage

CONCEPT SCORING

		Concepts							
Selection Criteria		A+		CD		E		F	
		Ultra-matte longwear		Creamy glossy fusion		Matte liquid		Sheer balm	
	Weight	Rating	Weighted score	Rating	Weighted score	Rating	Weighted score	Rating	Weighted score
Longevity	25%	3	0.75	3	0.75	3	0.75	2	0.4
Comfortable texture	20%	3	0.6	4	0.8	4	0.8	4	0.8
Pigmentation	25%	4	1	5	1.25	3	0.75	2	0.5
Hydrating formula	15%	3	0.45	3	0.45	3	0.45	3	0.45
Finish (glossy/matte/sheer)	15%	3	0.45	3	0.45	4	0.6	3	0.45
	Total score	3.25		3.7		3.35		2.6	
	Rank								
	Continue ?	No		Develop		No		No	

CONCEPT SELECTION: FINAL REMARK

In the concept selection process for red lipstick, various factors were taken into account to ensure the chosen product aligned with the desired goals and objectives.

After careful consideration and evaluation, the selected product for the red lipstick concept is the Creamy Glossy Fusion. With its combination of rich, velvety color, long-lasting formula, and glossy shine, it offers vibrant red hues that provide a bold and striking look. Additionally, its weightless and non-sticky feel ensures comfort and style, making it the ideal choice for those seeking both aesthetic appeal and wearability.

References

Concept Selection Chapter 8 Ulrich and Epinger

<https://users.encts.concordia.ca/~andrea/inse6411/Lecture%209%20Concept%20selection.pdf>

<https://medium.com/product-development-distillery/chapter-15-concept-selection>

Strategy for the Development of a New Lipstick Formula

<https://mdpi.com/2079-9284/8/4/105>