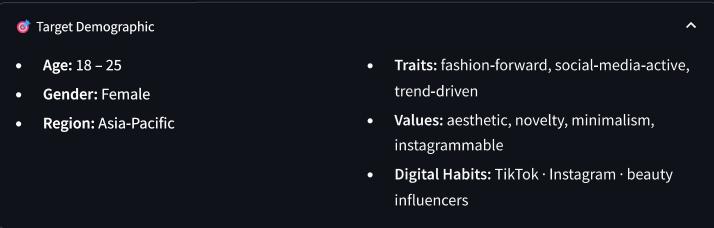
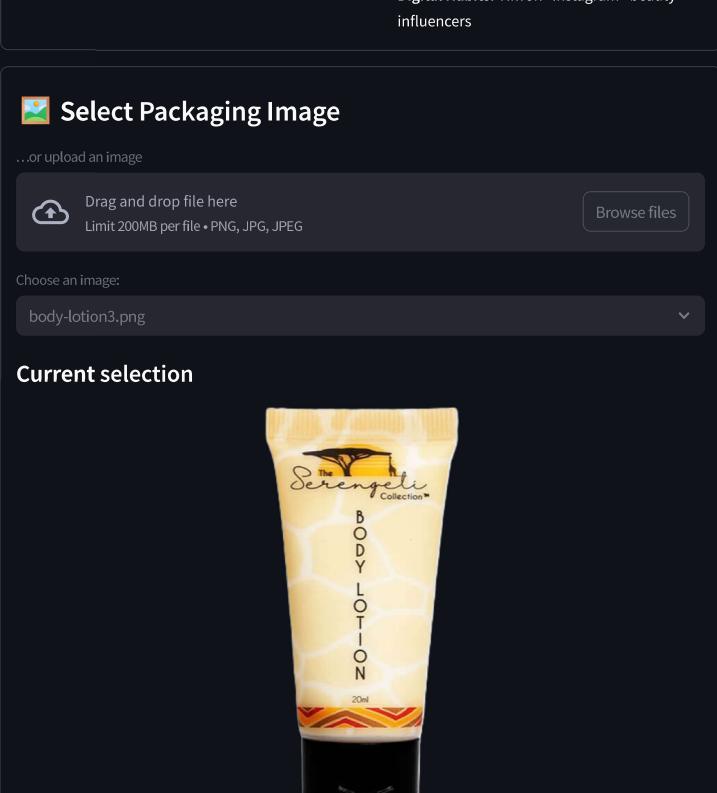
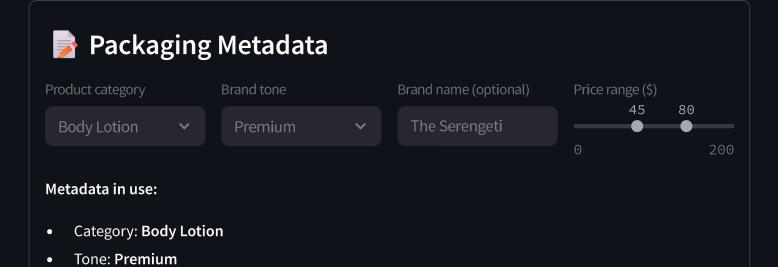
GenzView Studio – View Packaging through Genz Eyes

Interactively explore how **Urban Gen-Z trend-setters** interpret your cosmetic packaging – and what tweaks can *nudge them to add-to-cart*.







Brand: The Serengeti

Price Range: 45-80

Where does Gen-Z attention land first?



Next Features

Visual features extracted

Feature	Value	Why it matters
Dominant colour	#f3e2bc	Soft pastels score +2 Aesthetic
Pastel palette	False	Pastel look = IG-ready
Detected glass	True	Glass boosts +3 Luxury
Symmetry	0.93	>0.8 looks premium
Edge density	0.040	Busy edges hurt clarity
Text area %	12.14%	Too much text feels noisy



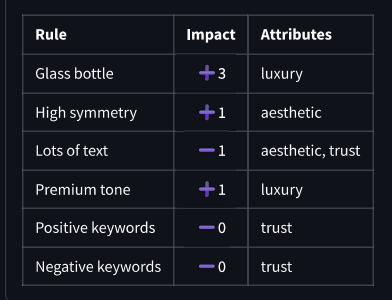
Next Heuristic score

Heuristic perception score

Aesthetic Trust Luxury Purchase

5.0 4.0 9.0 6.0

How each rule moved the needle



Next ML score

ML-augmented perception score

Aesthetic Trust

4.0

8.0

Luxury

5.3

Purchase

↓ -1.50

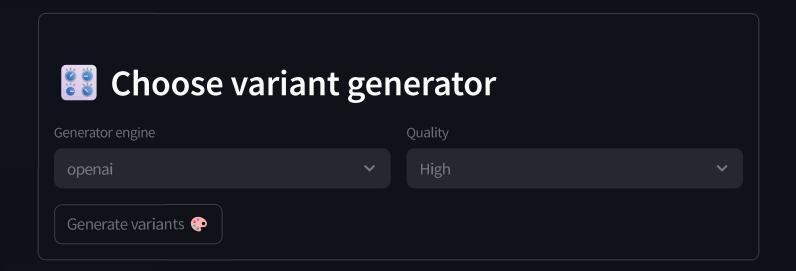
3.5

1 +0.00

↓ -1.00

↓ -0.65

Introduce softer pastel tones for an IG-ready look. Reduce dense copy; boost whitespace for minimalism. Increase brand-name contrast/size for instant recall. Add a playful micro-icon to encourage TikTok unboxings.



Al-generated variants





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