

# 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*.

## Target Demographic

- **Age:** 18 – 25
- **Gender:** Female
- **Region:** Asia-Pacific
- **Traits:** fashion-forward, social-media-active, trend-driven
- **Values:** aesthetic, novelty, minimalism, instagrammable
- **Digital Habits:** TikTok · Instagram · beauty influencers

## Select Packaging Image

...or upload an image



Drag and drop file here

Limit 200MB per file • PNG, JPG, JPEG

Browse files

Choose an image:

body-lotion3.png



## Current selection





# Packaging Metadata

Product category

Body Lotion



Brand tone

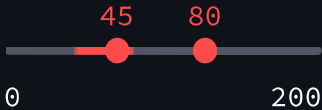
Premium



Brand name (optional)

The Serengeti

Price range (\$)



Metadata in use:

- Category: Body Lotion
- Tone: Premium
- Brand: The Serengeti
- Price Range: 45–80



Start analysis



## 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

5.0

Trust

5.0

Luxury

10.0

Purchase

6.7

## Recommendation (heuristic):

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.

How each rule moved the needle



Rule	Impact	Attributes
Glass bottle	+ 3	luxury
High symmetry	+ 1	aesthetic
Lots of text	- 1	aesthetic, trust
Premium tone	+ 1	luxury
High price range	+ 1	luxury, trust
Positive keywords	- 0	trust
Negative keywords	- 0	trust



# ML-augmented perception score

Aesthetic

3.5

↓ -1.50

Trust

5.0

↑ +0.00

Luxury

9.0

↓ -1.00

Purchase

6.0

↓ -0.65

Recommendation (ML):

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.



# Choose variant generator

Generator engine

openai

Quality

High

Generate variants 🎨



# AI-generated variants



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