🎨 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

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🖼️ Select Packaging Image

…or upload an image

☁️	Drag and drop file here	Browse files
	Limit 200MB per file • PNG, JPG, JPEG	

Choose an image:

body-lotion3.png	⌄

Current selection

📝 Packaging Metadata

Product category
Body Lotion ▾

Brand tone
Premium ▾

Brand name (optional)
The Serengeti

Price range ($)
45 80
0   200

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

📊 Heuristic perception score

Aesthetic	Trust	Luxury	Purchase
5.0	4.0	9.0	6.0

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
Positive keywords	➖ 0	trust
Negative keywords	➖ 0	trust

🤖 ML-augmented perception score

Aesthetic	Trust	Luxury	Purchase
3.5	4.0	8.0	5.3
↓ -1.50	↑ +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.

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Generator engine

| openai ⌄ |

Quality

| High ⌄ |

Generate variants 🎨

🎨 AI-generated variants

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