

Case Study: Improving the Spray of a Home Fragrance Product

The Challenge

- Our client wanted to improve their home fragrance spray product, which had received some negative feedback regarding wetness on surfaces.
- Two prototypes have been developed with different spray patterns, particle size, and improved fall-out from the Current product.
- Consumer evaluation was needed to understand if the new spray patterns are consumer noticeable and acceptable.



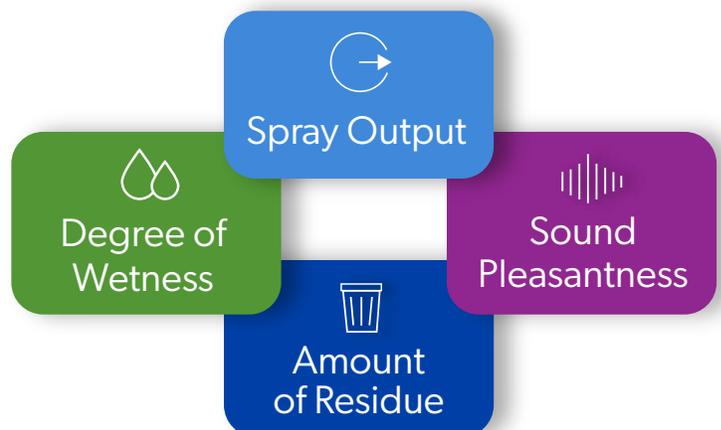
Our Approach

In a randomized order, and with direction from a test administrator, consumers sprayed and evaluated performance of two sprays: Current and one of the two Prototypes. All products utilized the same fragrance.

Methodology

- Panelists completed a questionnaire after each sample.
- Peel-off interviews were conducted to provide deeper insights.
- Additional learning: interviews included spray characteristics of products at end-of-life to determine if there are any watch-outs.

Factors Evaluated



What We Learned

- Prototypes are equally well-liked.
- The amount of residue is more satisfactory from Current than Prototype 2.
- Consumers do notice differences in spray patterns/wetness between Current and Prototypes.
- There is a segment that desires to see the stream of spray and angle, present in the Prototypes versus the plume of Current:

Signifies less spray on oneself and better room coverage.

Increases sense of control – can see where spray is going / do not want it to be out of control or spray onto walls, etc.

- There doesn't appear to be a watch-out for end-of-life regarding fragrance or sound. The differences in spray pattern (shorter) and wetness (drops) are expected with end-of-life use.

Had a nice commanding sound as you can hear how much is coming out.

The spray was perfect, it went out far and wide, with the right amount of mist.

Easier to spray. Good amount came out. Not so wet, and no dripping from nozzle.

It had better flow to the spray and even though it appeared to be a wet spray, it didn't leave a residue.

Insights to Action

Rather than moving forward with one of the Prototypes, we recommended an iteration of the two.

- Current versus Prototype 2 is noticeably less wet.
- Some prefer seeing the spray from Prototype 2.
- The Ideal would be a further-throwing mist, rather than too much stream.

Range of Spray

