



## EVALUATION OF THE IMPACT OF DIFFERENT SENSES FOR FEMININE HYGIENE PRODUCTS

When experiencing a product you use your senses. What senses and to what extent differ for different types of products. This study has been made to evaluate the impact of two different senses when it comes to the experience of feminine hygiene products. These products not only have a functional and very crucial aspect but are believed to communicate these aspects through their appearance and the feeling of them. The question though is if it mainly is the appearance or the experience of using/touching them that influences the product experience.

### *STUDY OBJECTIVE*

The purpose of this study, made as a part of the course “Design for Emotional Experience” headed by Chalmers University of Technology, was to evaluate the impact of the visual sense compared to the impact of the tactile sense for consumers’ emotional response to feminine hygiene products, in this case for the a current Libresse liner on the market. One aim was also to evaluate if some properties need to be expressed visually in order to be experienced tactually. An additional objective was to evaluate how much of the expression of softness that lies in the visual experience compared to the tactile experience.

### *STUDY DESIGN*

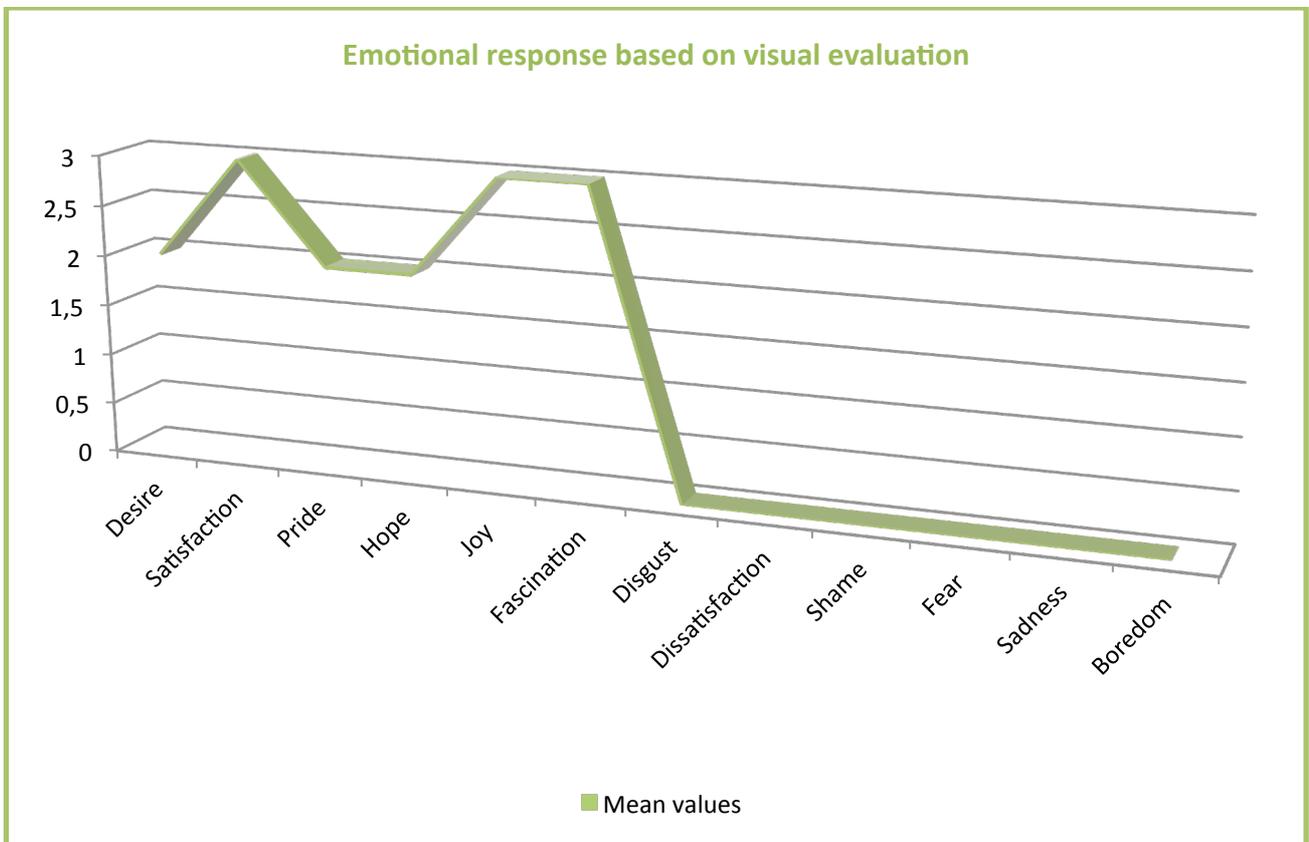
The evaluation has been made through individual assessments and interviews. A group of consumers have been asked to evaluate the product and then assess their responses followed by a short interview regarding their answers.

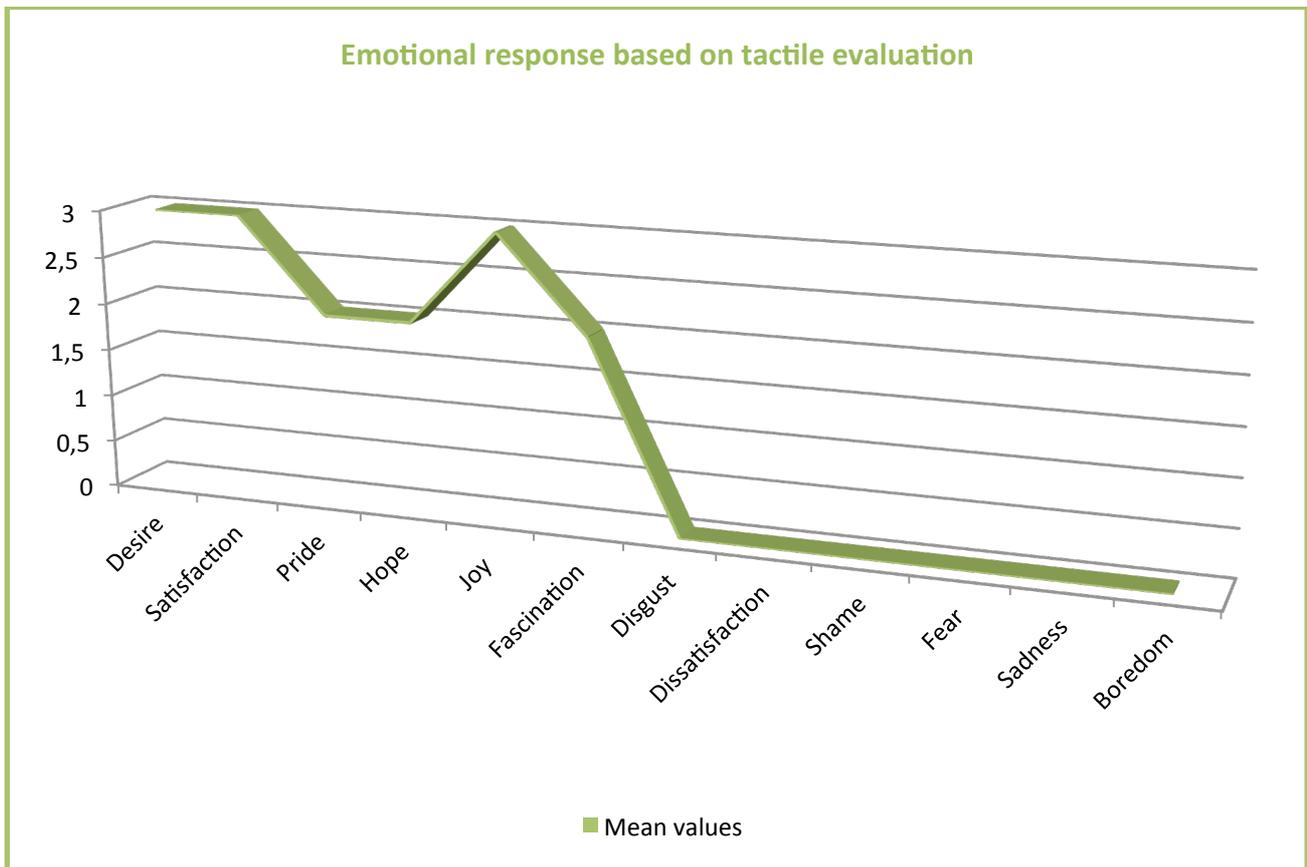
This group consisted of 12 Swedish women in ages 20 – 50 years. 6 participants were recruited to evaluate the absorbent Libresse liner visually, see image, and 6 were recruited to evaluate the same liner through the tactile sense. The liner used as tactile stimuli has been exactly as it is when taken out from the consumer pack.



## RESULTS

The results indicate that neither the impact of the visual sense nor the tactile sense is larger than the other for the emotional response of the evaluated product. The emotional responses for the pleasant emotions are quite similar for both senses; the same is valid for the unpleasant emotions.





It seems like the emotional response for both senses are coherent and corresponding to each other which could mean that the visual experience and the tactile experience for this liner match.

## ***PREMO APPRAISAL***

The instrument was chosen since it is assumed that for this category, cognitive thinking is not that related to the emotional response. The intention was also to try to capture the impact of the visual and the tactile sense with as little cognitive thinking as possible involved and still get a more colored picture than if an instrument such as Self-Assessment Manikin was used. The instrument gave a clear picture of the emotional responses and was easy to use for the participants; the evaluation was even quicker than expected.

## ***PERSONAL AND BACKGROUND INFORMATION***

### Affiliations

I am working as a Product Development Engineer and have a Master of Science in Mechanical Engineering, specialized within the area of design and ergonomics. This study involved SCA Hygiene Products AB which also is the company I am working for and Chalmers University of Technology that organizes the course I am a part of and for which this study was an assignment. You'll find out more about me at: <http://www.linkedin.com/pub/angelica-burvall> and Chalmers University at <http://www.chalmers.se/>



*c/o Life*

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