

Evaluation of Almay Bright Eyes Design

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### **Abstract**

When asked to find a small every day object with a flawed design I was originally afraid that I would find the task to be somewhat daunting. The problem is that as consumers we have a lot of control over the products that are produced, even if it doesn't always seem that way. The reality is very few people are willing to pay money for a flawed product. As a result, the companies selling those products either need to rethink their designs or face significant losses. However, every once in a while, a product that is flawed does sneak into our homes. The flawed product that found its way into my home is Almay's Bright Eyes Concealer. The actual makeup formula is excellent, though its packaging is not.

### **Product Description**

Almay's Bright Eyes concealer is a 'liquid' formula encased inside a clear plastic tube. The main storage area of the tube is long, clear, and flexible. It tapers in towards the bottom finishing in rounded end with slightly stronger plastic that is not as easy to mold. Printed on the containment tube is the brand logo and information including what the product is and Almay's mailing address both in English and what I am assuming is French. In order to use to product, a consumer is supposed to squeeze the malleable plastic containment tube to push the product up through a delivery system up into the bristles of a brush where it can then be applied to the face. This delivery system is located in what seems to be the neck of the product made from a harder plastic with grooves which the cap screws onto. It has an opening at the top into which another hard plastic piece containing the brush is inserted. This whole mechanism is then encased in a hard plastic cap, which screws onto the 'neck' to keep air from getting into the makeup formula.

### **Product Flaw**

The main flaw in this product comes from its packaging and the makeup delivery system. The 'neck' of the container is not made of strong enough plastic and as a result cracks when the container is squeezed resulting in a large mess and a waste of the makeup formula. A similar problem occurs just slightly higher up. The piece, which contains the brush and inserts into the 'neck' is not secured well and again when the container is squeezed the piece pops off from the pressure resulting in more waste. Finally, the design of the container also results in waste. The bottom is too hard to squeeze and cannot be rolled up meaning that it becomes impossible to get a lot of the makeup, which ends up trapped in the tube and thrown out. This is especially frustrating because the container is clear so you can see how much makeup is left that you cannot have access to.

### **Possible Solutions**

The solution to this problem is incredibly simple and obvious. Almay needs to redesign their packaging to more closely resemble other concealer products on the market. I understand that Almay was looking to create a distinct look for their brand to make their product easily recognizable, but if it interferes with functionality they should change it. First they should eliminate their complicated delivery system in favor of slenderizing the neck and leading it hollow at the top so the makeup can just be squeezed out of the top without any of the complications of parts that can break and create a mess. Next they should redesign the bottom of the container. Instead of being a hard plastic arch, it should more closely resemble the bottoms over every type of tube from other concealers to toothpaste in order to allow the user to roll the bottom up and get more of the makeup for the money they are spending rather than waste it. Finally, instead of the tube being clear, it should be mostly a solid color with only a small to medium sized clear window. This way the consumer will be able to look at the product to make sure it is the color and type they want while at the same time will keep consumers from being angered by the sight of product that they are not capable of getting out of the tube.

### **Cultural Reflection**

Clearly this product makes some bold statements about our culture. For one it clearly demonstrates that we like knowing what we are getting. In general, people do not getting lied to or deceived. We like getting exactly what we expect when we want in. This product demonstrates that concept by being in a clear container. Consumers are able to see exactly what they are getting so they won't be tricked into buying the wrong shade. By being completely different from its competitors the product also demonstrates that we will go to great lengths to appear original, even if it is actually detrimental. In fact, we will make things needlessly complicated and less functional as long as we can make people believe we are unique and better than anyone else.

### **Conclusion**

Clearly this product as is reflects important insights about our society, even if they aren't all necessarily good. However, it is not particularly functional. Just a few quick design changes would streamline the product while still allowing it to reflect the positive aspects of our society. It would work better, yet still be unique and interesting to look at. People wouldn't feel lied to because they could still see the product yet they would be satisfied in getting the most for their money, feeling original, and actually being able to use the makeup in the tube without it getting everywhere. This relatively easy change could allow the consumer to have the best of both worlds.