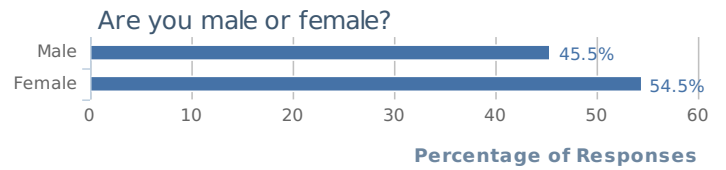




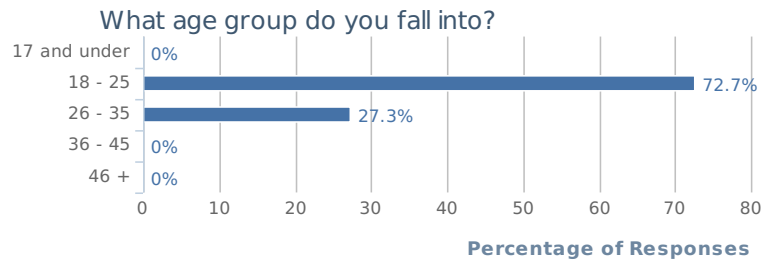
Are you male or female?

	Count
Male	5 (45.5%)
Female	6 (54.5%)
Responses to this question	11



What age group do you fall into?

	Count
17 and under	0 (0%)
18 - 25	8 (72.7%)
26 - 35	3 (27.3%)
36 - 45	0 (0%)
46 +	0 (0%)
Responses to this question	11



Which design do you prefer for Evian eyedrops?



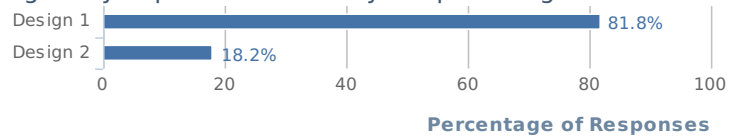
Design 1:



Design 2:

	Count
Design 1	9 (81.8%)
Design 2	2 (18.2%)
Responses to this question	11

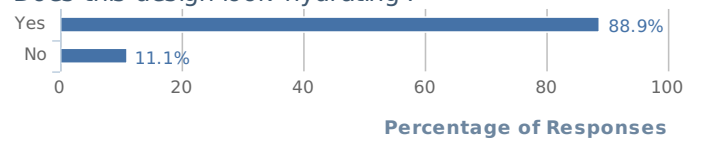
Which design do you prefer for Evian eyedrops? Design 1:...



Does this design look 'hydrating'?

	Count
Yes	8 (88.9%)
No	1 (11.1%)
Responses to this question	9

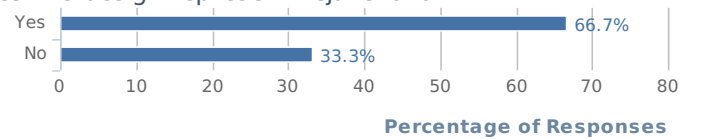
Does this design look 'hydrating'?



Does this design represent 'rejuvenation'?

	Count
Yes	6 (66.7%)
No	3 (33.3%)
Responses to this question	9

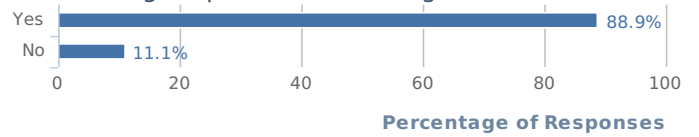
Does this design represent 'rejuvenation'?



Does this design represent 'refreshing'?

	Count
Yes	8 (88.9%)
No	1 (11.1%)
Responses to this question	9

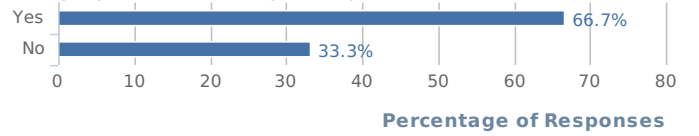
Does this design represent 'refreshing'?



Does the packaging look like an eye drop bottle at first sight?

	Count
Yes	6 (66.7%)
No	3 (33.3%)
Responses to this question	9

Does the packaging look like an eye drop bottle at first ...



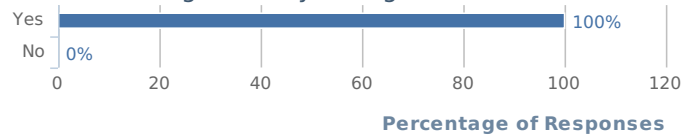
Why?

Responses
because eyedrop bottle are smaller and thinner
Because it is in the shape of a water drop and it's blue/transparent so reminds me of water
Simple like a water drop
It has an tear drop shape
Looks like a perfume bottle
it's quite obvious
Eye drop normally shape like pharmacist eye drop or another eye drop shape
normally the package of eyedrop has a smooth sharp shape

Does this design look 'hydrating'?

	Count
Yes	2 (100%)
No	0 (0%)
Responses to this question	2

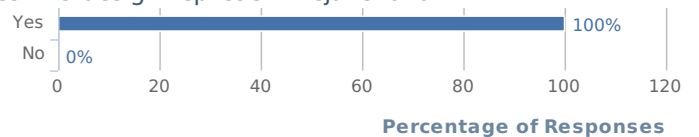
Does this design look 'hydrating'?



Does this design represent 'rejuvenation'?

	Count
Yes	2 (100%)
No	0 (0%)
Responses to this question	2

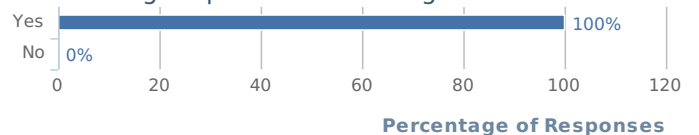
Does this design represent 'rejuvenation'?



Does this design represent 'refreshing'?

	Count
Yes	2 (100%)
No	0 (0%)
Responses to this question	2

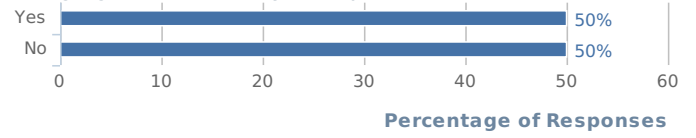
Does this design represent 'refreshing'?



Does the packaging look like an eye drop bottle at first sight?

	Count
Yes	1 (50%)
No	1 (50%)
Responses to this question	2

Does the packaging look like an eye drop bottle at first ...



Why?

Responses

looks like perfume bottle, but if you have type on it which says its an eye drop then it will

The lid makes it look that way.