

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



>How long will
the product
last
>Will my child be
safe with this
product

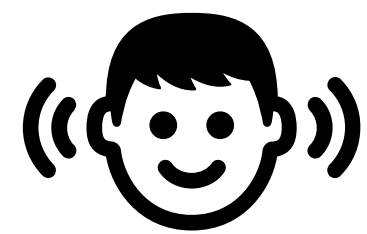
>How easily will
the product
break?
>Can my child
use it without
instructions

>Is it modern
enough and can
it connect with
other toys of the
time?



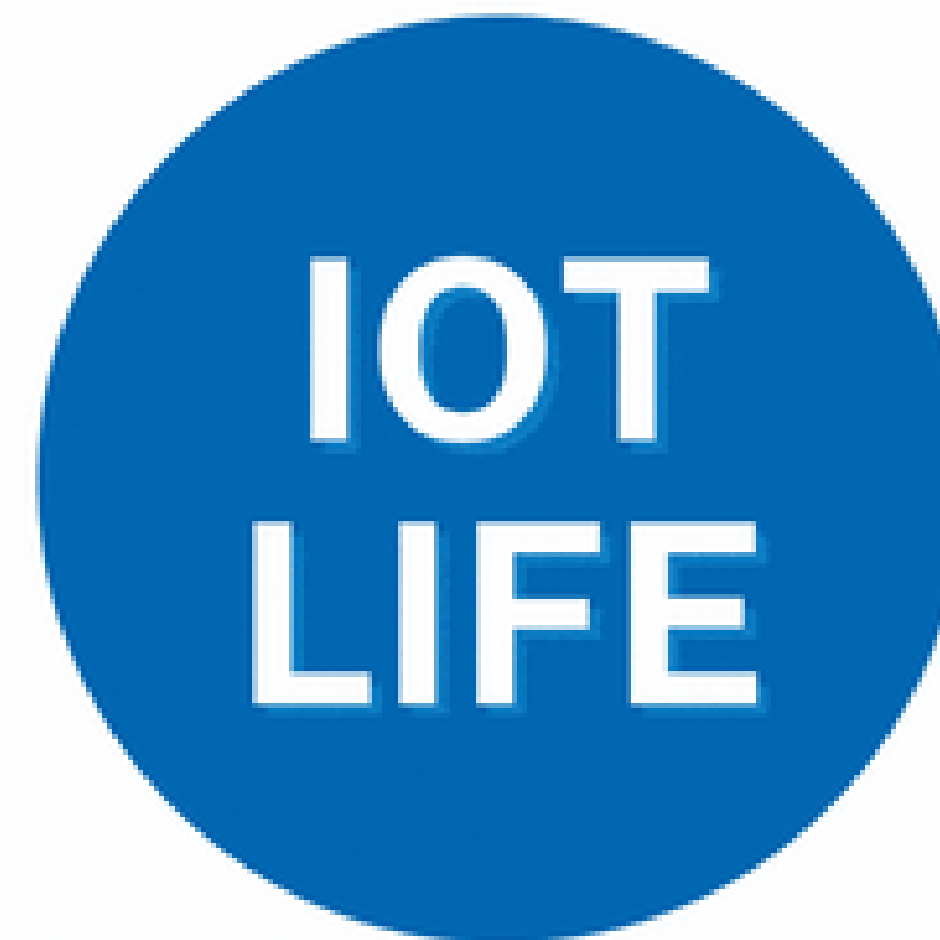
What do they HEAR?

what friends say
what boss say
what influencers say



>What do the
childer hear about
this through
friends,school or
advertisement

>what does my
friend say about this
product?
>How is the
salesperson selling
this product

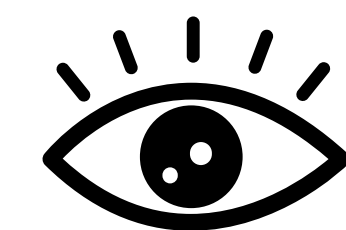


>Will the children
get addicted to
it?
>Will the colour
rub off on the
furniture

>Does it seem
interesting?
>Does it have many
colours
>Is it easy to
understand just by
seeing it?

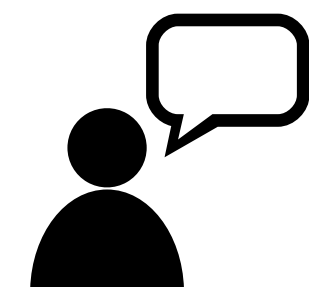
What do they SEE?

environment
friends
what the market offers



What do they SAY AND DO?

attitude in public
appearance
behavior towards others



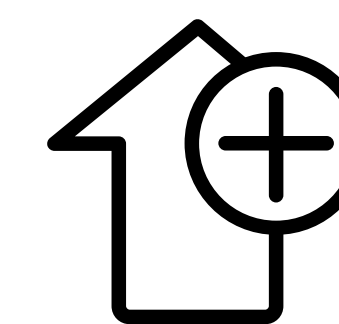
>Is it good
enough for
me to tell my
friends about

Who would I
also give this
toy to?
>Can we use it
with other kids



PAIN

fears
frustrations
obstacles



GAIN

"wants" / needs
measures of success
obstacles

>Will this benifit my
kids, Learning for
kids interactions
between kids
relationship
between kids and
parents

>The prices are
alittle high
>The new
products come so
fast,then we have
to buy more

>The new
technologies
are more
complicated