Brand Extension

To start of I had to do some research into brand extension since you can't make some something unless you don't know what it is. For that I decided to do come literature study online and read some documents about brand extensions and I've also taken a look into my teachers presentation slides to find some information about brand extensions. From this research I've concluded that brand extensions are small sub brands or products which add onto an existing brand and use the existing brands name to get of their feet.

In order to find out what brand extension we can make we first have to do some research into what we already have. Currently we are working for a client, which wants us to make a website for her project called great Greek love. Her project consists of ancient Greek toys, which she remakes.

Knowing this we can start to think about how we can use the identity of the brand to create a new product. The extensions has some advantages, since you already have a known name, which you can use to boost the new product of the floor. I came up with the idea to use the shape of the toys to make candles. The candle will be inside of a glass casing, which has the rough outline of the toy and the toy will be printed on top of the glass.

Now that we have an idea of what our brand extension is we can ask users what they expect from the extension and what they would like and they wouldn't like. In order to do that we have to make some interview questions.

I made the following interview questions:

1. Do you own or use any candles? If so, what type of candles, what do you like about them, what don't you like about them
2. Tell me about how candles fit into your daily life?
   o Are they there for practical reasons, as in a source of light?
   o Are they there purely for the scent?
   o Are they used to set the mood and to create a cozy atmosphere?

3. Do you use candles for any specific occasions? If so which occasions do you use them for
4. Do the looks of candles play a big role for you? Do candles contribute to your home decor? If so, how do you incorporate them?
5. Have you ever had any candle-related mishaps? If so, could share some examples, and what measure do you think can be taken to prevent such incidents?

I interviewed three different persons and I concluded the following from them;

- Candles serve multiple purposes such as creating pleasant aromas, providing lighting and ambiance, setting moods, and enhancing home decor.
- The appearance of candles can play a significant role in complementing the theme of a room.
- It is crucial to handle candles with care and avoid leaving them unattended.

Testing phase

Paper prototype test plan

The goal for this user test is to gain an insight on what my users think of the prototype and if and where they get confused. I'm going to achieve this by giving my users tasks they have to do, while they are doing these tasks I will be observing their actions and I'll ask the users if they can think aloud, I'll also be trying something else out for this test, the users will have a pencil, which will act as their mouse to see where they would navigate with their mouse. I'll be taking notes of the users actions and thoughts.

Tasks;

- Find out which materials the candles are made of and go to the details of one materials to find out how sustainable that material is.
- Try to find a photo gallery where you can scroll through all the photos of the candle.
- Try to buy the candle.
- Go back to the home page.

For this test the users will be testing a paper prototype of the webpage for the candles, it will be a scrollable webpage with three sections, the first will be to showcase and to introduce the candle, the second will be to buy the toy and the third and last section will be to show the users which materials are in the candle. There will be a few clickable buttons, which will be made of yellow post its, when a user clicks on this button a pink post it will pop up, to show what it would display. I also made a paper prototype of the actual candle which I will showcase to the user

To start this test of I will start of by introducing the idea of the brand extension and I will show the users the paper prototype of the candle and ask them for their thoughts. Then I will show the users the webpage paper prototype and the task list, after they've finished the task I will ask them if they have anything else they would like to say and then it's finished.

The result which I will expect is feedback on the look of the candle, I think they will like it, and as for the webpage I expect to find out how the users will navigate the page and I think the users will find the materials "map" a bit confusing.

Test Subject one;

Candle thoughts;

Doesn't like that the toy is printed onto the glass, would like the candle to be carved as the toy, apart from that it looked cool, like the glass and wood accents.

Have the candle just be the candle and the glass housing as an accessory you can buy for it

Test subject completed all tasks successfully, he navigated the website from top to bottom for the first test, while taking some time to read all text on the page, automatically closed every pop up after opening it and fulfilling the task. He didn't have any major issues with the webpage, he only thought that it would be better to have a photo gallery already on the page, instead of having to click on the photo to have it pop up.

Test two;

Candle thoughts;

She likes the idea, she is only confused why it is printed on the glass, but understands it since you can't move the toy, she thinks it would be better if it's printed on the candle itself

Webpage thoughts;

Succeeded in task one, but failed task 2, tried to use the side navigation and tried to go to the gallery page. The second try she clicked on the image on the second part of the page, and scrolled through the pictures, the third task she first clicked on the contact to buy button before closing the pop up, but then quickly realized that it didn't work and closed the pop up and then clicked on the button again. She succeeded at the last task without any issue.

Final thoughts;

The only thing that was confusing was that there weren't any actual pictures, which made it confusing, but the thought that when there are pictures she would get it.

Click able prototype plan

The goal for this test is again to gain an insight on what the users think, but this time the users get to test a click able prototype, with better looks and a more realistic feel. The users will be trying to complete the same tasks list from the paper prototype and I'll be taking notes on what they are doing.

Tasks;

- Find out which materials the candles are made of and go to the details of one materials to find out how sustainable that material is.
- Try to find a photo gallery where you can scroll through all the photos of the candle.
- Try to buy the candle.
- Go back to the home page.

The users will be testing a prototype which I made in Figma and which is changed according to the feedback I received from the previous tests, and now with color, actual photos and some slight improvements to the layout.

I'll start the test by introducing the users to the brand extension in order to get them up to date, after that I will introduce them to the figma prototype, I'll give them the tasks list and ask them to think aloud, while they are making the tests. I will take notes on the users actions and when the users are finished I'll ask them if they have anything to note.

 The results that I expect from this test are that the users can easily complete the task list and that they will be able to easily find everything they are searching for, everything should be a bit clearer, since they have a better visual and everything is a touch more refined.

Test one;

Prototype thoughts;

Task list, user successfully fulfilled every task, without any issue, could find everything pretty easily

Test two;

Prototype thoughts;

The user successfully completed the task list, but I did noticed that the user was confused when he tried to "buy the tool", since you had to contact in order to buy and not add to basket or buy, which I understand, since you don't usually see this. The contact to buy is something that our client wants and therefore I can't change that.

Extra thought;

For the extra thought the user mentioned the contact to buy and also that he didn't see the use in having the pop up for the material list and would have liked it to just be on the page.

Interview questions

The following questions are about a brand extension that I'm creating for our client project called "Great Greek love", about the ancient Greek, in which she remakes toys from the ancient Greeks which for this instance are dolls. The brand extensions will be a lineup of candles, which will look like the dolls and I have a few questions for that, if you wouldn't mind answering.

Questions:

1. Do you own or use any candles? If so, what type of candles, what do you like about them, what don't you like about them
2. Tell me about how candles fit into your daily life?
   a. Are they there for practical reasons, as in a source of light?
   b. Are they there purely for the scent?
   c. Are they used to set the mood and to create a cozy atmosphere?

3. Do you use candles for any specific occasions? If so which occasions do you use them for
4. Do the looks of candles play a big roll for you? Do candles contribute to your home decor? If so, how do you incorporate them?
5. Have you ever had any candle-related mishaps? If so, could share some examples, and what measure do you think can be taken to prevent such incidents?

Interview answers

Interview 1:

1. I don't own any candles at the moment but I've used some occasionally. Both scented and unscented ones, since their use varies. I like using scented ones to make some place have a pleasant aroma, and unscented ones to basically light up a place, potentially to give an atmosphere to that particular place. The only part which I don't like about candles is that they melt, and if you don't think about how to deal with that beforehand, you can potentially end up needing to clean the remains of it which is not very pleasant. That is to say for the big candles that don't come with trays underneath to hold that liquid. The smaller ones usually come with it, but you still need to be careful to not pour it into the ground.

2. A: they are mostly there for source of light, very rarely to make e.g. a romantic atmosphere on a date or something.
   B: Not always, as described before, depends on the reason you've bought them for.
   C:Most of the times no, but occasionally yes.

3. If the electricity goes out, and if I've run out of my phone battery, to set the mood, to have a room have a pleasant scent

4. Normally not really since I use small ones that I put into shelves, but at the same time, if I want to buy one of the bigger candles, yes, the appearance does matter and I would try it to have the theme of my house/room.

5. I have not had any mishaps that I can remember.

Interview 2:

1. Yes I do own and use candles. I use scented candles to make my room smell nice and to create a cozy environment. I also use them for room decor.

2. B and C: I like the scent and the cozyness. I never use them as the only light source.

3. I mostly use candles when I'm studying.

4. I use candles for room decor as well, however, I don't light some of these candles, because I don't want to change their shape.

5. I never had any candle-related mishaps, because I handle them carefully and I don't go away when they are burning.

Interview 3:

1. Yes I have candles, most with a scent. What I like about them is of course the smell of them but also the look of them. Just standing on my dash as decoration

2. A: No, not for light. That's what I have my lamp for.

   B: No, that is a reason but not the main one.

   C: Yes absolutely, when I am studying in the evening I like to light a candle for the mood. It's cozy and I like the sound of the crackles.

3. No not for any specific occasion, as I said I sometimes light them when I'm studying but not every time.

4. Not specifically a big role but I do like the look of them in my room. When I don't light them they are just for home decor.

5. No I haven't had any, only thing I can say is pay attention to them. Don't light a candle and leave the room.